

# **Plan for Food Stamp Nutrition Education in Adams County during fiscal year 2008**

## **Overview of the Adams County Nutrition Education Program**

Adams County Wisconsin Nutrition Education Program (WNEP) provides education and resources about dietary quality, balancing food and physical activity, food safety and budgeting for food dollars to low-income families as a strategy for helping clients transform their lives. WNEP in Adams County began as part of a three County cluster in 1995 and two years later became a separate unit. Initially, program focus was on walk-by displays at sites where low income families received services but since then the program has evolved into a direct instruction program since long-term contacts allow the program to identify and track measurable changes.

## **Characteristics of low-income residents in Adams County**

Primary audiences in need of services in Adams County are varied. One audience is low-income seniors and adults with disabilities living independently. Seniors are at risk in this Naturally Occurring Retirement Community (NORC). Although the senior poverty population appears to have decreased due to more seniors retiring to the area, the poverty level has remained stable. Of the senior population, 8.47% appear to be eligible for food share, but only 2.9% are receiving services. Youth attending schools as identified by 50% or more free and reduced lunch statistics are a second category of low-income residents. Six of seven schools in the Adams-Friendship School District meet 50% or more free and reduced eligibility.

Other qualified school groups where families meet food stamp eligibility, along with those who have children at programs like Women Infants and Children (WIC) where 1058 individuals received services in 2006 (524/month) and HeadStart. At present, food stamp case eligibility has decreased slightly to 1711 (2006 data) from 1730 (2005 data). Average new requests for assistance are 40 per month.

## Demographics of Adams County

Adams County has a population of 20,828. The population is primarily white with a small percentage of minorities. Household size according to 2000 census data is averaged at 2.3 persons. 69% of all households are described as family households. Non-family households or households that contain more than one family or individuals from different families have increased by 91% in the past 10 years. Of the County households, 23% have a person with an identified disability. 56% of the population is in the labor force while 19.6% of the population is over 65 years of age. 21% consists of persons less than 18 years of age. Median income of a full-time year-around male worker is \$32,149 while a full-time female year-around workers lag at \$21,907.

## Food Insecurity in Adams County

Food security indicators show that poverty is becoming more widespread. Food stamp eligibility has increased to 2691 (2006 data) individuals in Adams County. One determinant of low-income status is use of energy assistance. In fiscal year 2007, 1999 families out of 5464 (37%) Adams County families applied for energy assistance. Of those that applied, 1060 were granted assistance. Another indicator of low-income status is use of Women, Infants and Children (WIC) services. 1058 individuals received services in 2006 (524/month). Of those who receive WIC

services, 31% of the households still report themselves as food insecure, unsure if they have enough food to last through the month without hunger, and 13% describe themselves as food insecure with hunger.

A third indicator is the use of free and reduced meals. According to school food service -63% of all meals served at school go to free and reduced status children (n=764 free and reduced lunch recipients). During the summer, an average of 525 children per day received meals at 9 sites thus ensuring that a high percentage of children are receiving at least one nutritious meal daily.

In 2004, a food security survey of elementary school families in Adams Friendship School District using USDA Food Security Scale questions showed that while 81% of the families had at least one working individual (at least 72% reporting one full-time worker in the household), an average of 61% reported income below 185% of the poverty rate. In 2005 the same food security survey was done in the Wisconsin Dells school district, a district that includes families from Adams County. Results demonstrated even more food insecurity in Adams County. Families in the Wisconsin Dells area show that although 79% of families had at least one working individual, an average of 40% reported income below 185% of the poverty rate.

Over the past year, 4057 families (an average of 338 families per month) used a food pantry in Adams County. An additional 200 families used a mobile pantry and 1676 Wisconsin Dells families accessed the food pantry throughout the year. In addition, this year 2197 free meals were served to families at a school site on 29 nights in the Adams Friendship School District (average participation was 76 families per event).

### **Nutrition and nutrition education needs of Food Stamp Program recipients and eligible residents of Adams County**

Based on a UW-Extension needs assessment done with Adams County residents in 2004, educational needs include (ranked from high to low priority) budgeting for food dollars, dietary quality, concern about youth obesity and risk for becoming overweight and food safety. In addition, with the change to MyPyramid, it is important to continue to educate food share eligible families about new dietary and physical activity recommendations.

Adams County nutrition education program has identified through past strategic planning and through program participation, key audiences for 2008. Adams NEP will continue to focus on three primary audiences for service: low-income seniors and adults with disabilities living independently, youth attending schools as identified by 50% free and reduced lunch statistics and other qualified school groups where families meet food stamp eligibility, along with those who have children enrolled in programs such as Women Infants and Children (WIC) and HeadStart.

### **Educational Projects planned for FY08**

**School Day:** Adams County WNEP will reach groups of students at schools with the population a students having more than 50% free and reduced lunch qualifiers with information about basic food safety including hand washing, dietary quality and balancing food with physical activity.

**After School Programs:** Adams County WNEP will provide small-group education at 21st Century learning communities where more than 50% of students are free and reduced lunch

recipients. Education at these programs will focus on dietary quality and balancing food with physical activity. In addition, families will be reached during evening family programs with information about food safety, dietary quality and balancing food with physical activity. Summer school will also be a place to better promote dietary quality and balancing food with physical activity.

**WIC:** Adams County WNEP will provide individual "Learn While You Wait" displays on topics appropriate for pregnant women and mothers with young children. These displays will emphasize the use of the WIC food package to stretch food dollars. A secondary focus will be on encouraging parents and adults to model and encourage physical activity as a balance for dietary intake other topics to be covered include Raising Healthy Eaters, use of garden produce and other related topics.

**HeadStart:** Adams County WNEP will provide a series of three puppet shows two young children on hand washing, eating a variety of food, and balancing food with physical activity. In addition to these programs materials with more in-depth information about dietary quality, physical activity and topics of concern to parents of young children will be provided apparent support programs.

**Family Resource Center:** Adams County WNEP will provide puppet shows for children on hand washing and eating a variety of food. In addition, parent programs on feeding young children, infants, and toddlers will be provided for early head start parents at the family resource Center.

**Gardens:** Adams County has many vegetable producers will provide fresh produce for the food pantry. At garden sites, food stamp eligible families will learn about preparation of produce that they may receive at a food pantry or that they may grow in their own garden. And additional emphasis will be on food preservation for dietary quality and as a food budgeting strategy. Education format will be small groups or classrooms.

**Health Clinics:** Adams County WNEP will provide education at immunization clinics in Adams County for food share eligible clients on food safety, dietary quality and the relationship between food and physical activity. Individuals will learn in one-on-one or parent and child interactions.

**Senior Dining:** WNEP will provide education and at three senior nutrition sites with over 50% of the participants eligible for food share. Emphasis of programming will be on dietary quality, physical activity and food safety. Information will be provided to participants are resources for stretching food dollars. Presentations will be done in large group format while Flyers will be sent to Meals on Wheels participants.

**Food Pantry:** WNEP will provide education at the Adams County food pantry sites on use of commodities and foods available at the food pantry to improve dietary quality and combining available foods with food share to stretch food budgeting resources. Individuals will learn in one-on-one or small group format.

**Adult Education:** WNEP will provide adult education at probation and parole for no custodial parents with needs for education about dietary quality and feeding young children. Education will also be provided for individuals with need of food budgeting management skills. This education will be done in small group format. Mid-State Technical College's returning adult students will also be recipients of information about dietary quality, balancing food and physical activity and budget management through group sessions. Another site for distributing information will be Hope House, a shelter our reach for abused women and their children. This distribution will be one-on-one to protect privacy and ensure security for the clients.

**Disabled Adults:** Adams County WNEP will provide education for food stamp eligible clients who live independently about dietary quality in colluding food preparation, food budget management, food safety and balancing food with physical activity at sites where clients gather. Information will also be provided for high school special needs students who will be living independently in the near future. Format for education will be small-group.

### **Food security programming efforts planned**

#### Methods planned to raise awareness of hunger/food insecurity

Adams County will continue to use materials from the food security assessment to further identify and collaborate on issues related to food security.

#### Methods planned to compile data and assess status of food security

The food security assessment tool will be shared with appropriate agencies to identify strategies for increasing food security.

#### Plans to increase involvement of community groups in efforts to address food security

Adams County WNEP will continue to work with the hunger task force to address issues of concern such as improving school meal program enrollment and use of community resources for food and food education. WNEP will also collaborate with the Adams County food share program to find out the percentage of food stamp recipients using and receiving assistance from WNEP. The "Wisconsin Connections" will continue to be distributed to sites and agencies where low income individuals can receive information about resources that help stretch food dollars.

## **Plan for Food Stamp Nutrition Education in Ashland and Bayfield Counties during fiscal year 2008**

### **Overview of Food Stamp Nutrition Education in Ashland and Bayfield Counties**

The Ashland and Bayfield Counties Nutrition Education Program was initiated in December 1995 to address the need for nutrition, food safety and food security education for limited resource families in the two-county area. Beginning in 1998, the program focus has been on impacting change in eating habits/nutrition through working with food stamp eligible children and young families. Children between the ages of four and five are establishing eating patterns. Between the ages of six and ten, those eating patterns are being reinforced; they will last a lifetime. The Ashland/Bayfield Project devotes a major portion of its energies to educating children from Head Start through elementary school during multiple group sessions in the classroom setting on the importance of using the Dietary Guidelines for Americans as the basis for food choices throughout life. Through hands-on classroom nutrition activities that excite children enough to take the information home to share, parents and older siblings are also being reached with healthy nutrition messages. During the 2005 program year, this project added nutrition instruction to middle school (grades 6-8) classrooms increasing the number of schools/classrooms covered. It is the hope of this project that children moving on from middle school will have had the 50 hours of nutrition/nutrition related instruction that research identifies as leading to stable changes in knowledge, attitude and behavior.

Reaching parents of the students we work with has also been a focus. In the early years of this project, the most widely used method of reaching parents was through information sent home with the children we had taught. We also worked directly with parents through nutrition presentations at Head Start parent meetings plus WIC and county health department clinics. While we were in specific schools, we were often asked to provide information on nutrition and our program in the school for the school newsletter. During the 2006 program year we took a pro-active approach and promoted a monthly page of nutrition information to schools for inclusion in their school newsletters or on the menu backs. This project has been most favorably received, especially in conjunction with the implementation of school wellness policies. In 2008, A/B-NEP will increase the opportunity for parent interaction by having a presence at school parent-teacher events.

During the past five years, the Ashland/Bayfield Project has increased its focus on food security in the two-county area including the establishment of a food security collaborative with representation from the two area tribes plus an additional twelve significant agencies. The Ashland/Bayfield project, through the collaborative, was instrumental in bringing a mobile farmers' market with fresh produce and nutrition education to the tribes and rural areas of the two counties where transportation and grocery stores are often lacking, farmers markets do not exist and many residents are eligible for and receive farmers market vouchers through the Aging Units or the WIC program. Nutrition around the garden programs have also increased for children as well as adults. Early programming was done with children around tribal community gardens or shelter gardens. In the past two years that education has grown to include educating parents in preparing the fresh produce for nutritious family meals as well as preserving the excess for later use. In the summer of 2006, the Bad River tribe VISTA program was moved to UW-Extension in Ashland under the supervision of the Ashland Family Living Educator. The Ashland/Bayfield Counties Nutrition Education Program has been and will continue to collaborate with the VISTA workers to expand our services in more tribal community programs as well as other low income groups throughout the area to improve food security in the two-county, two-tribe area.

## **Characteristics of the low income residents in Ashland and Bayfield Counties**

### Demographics of the Counties

Ashland and Bayfield Counties are two of the northernmost counties in Wisconsin with populations of 16,866 and 15,013 respectively. In Ashland County approximately 87% of the residents are white, while American Indians/Alaskan Natives comprise approximately 10% of the population. In the 2000 Census, the Hispanic/Latino population of Ashland County was 1.1%. During the past year there has been an increase in the Hispanic/Latino population of Ashland as workers have moved from the Twin Cities to take jobs in a sewing factory located in Ashland. These new arrivals to Ashland have impacted both the use of the Ashland Food Shelf as well as the free/reduced meal counts in the Ashland schools. Bayfield County statistics are comparable to Ashland with 89% of the population white and 9% American Indian/Alaskan Native. According to the 2000 U.S. Census data, 11.9% of Ashland County residents and 12.5% of Bayfield County residents live in poverty compared with the Wisconsin rate of 8.7%. Poverty rates of children under 18 were 13.2% in Ashland County and 16.4% in Bayfield County compared with the State average of 10.8%. Ashland County ranks 10<sup>th</sup> of 72 in individual poverty rates and 15<sup>th</sup> of 72 in the child poverty rate compared with other counties in Wisconsin. Bayfield County individual and child poverty rankings are 8<sup>th</sup> and 7<sup>th</sup> respectively. Ashland County ranks 6<sup>th</sup> and Bayfield County 5<sup>th</sup> when comparing the percent of population below 185% of poverty. Nearly 10% (9.87%) of Ashland County households have no vehicle available. Senior citizens comprise 16% of the Ashland County population and 16.4% of the Bayfield County population compared with only 13.1% of the State population. In Ashland County 9.4% of residents 65 and older are below poverty; in Bayfield County the number is 11.9%.

### Food Insecurity in the Counties

A Food Security Assessment was conducted in Ashland and Bayfield Counties by the Nutrition Coalition of the Chequamegon Region (recently renamed FEAST) with the aid of Northland College in late 2003. Thirty-nine percent of 919 respondents reported that they have enough to eat but it is not always the kinds of food they want. Twelve percent reported that they sometimes don't have enough to eat and 3% reported that they often don't have enough to eat. Top reasons given by respondents who did not have the kinds of food they wanted were: not enough money (80%), not enough time to cook (35%) and not enough time to shop (21%). Of the 12% who reported that it was too hard to get to the store, 39% reported the cause to be work schedule, 38% reported no grocery store nearby and 33% reported no car, or unreliable car. Of the 136 responding that they didn't always have enough to eat, 96% said it was due to not enough money and 26% said it was too hard to get to the store. Of 936 respondents, WIC (36%), relatives (27%) and food stamps (25%) were the top types of food assistance used. Over half (56%) of respondents reported they were currently employed.

## **Nutrition and nutrition education needs of Food Stamp Program recipients and other low-income residents of Ashland and Bayfield Counties**

Among Native Americans in both counties, diabetes is a major health concern. At Bad River Reservation, there are 243 adults diagnosed with diabetes. Overweight is another concern. In a study of obesity in children at the Bad River Reservation, being done by Dr. Adams of UW-Madison, 56% of youth ages 5-18 years are at risk of being overweight or obese. According to the Wisconsin Healthy People 2010 Data Package developed by the Bureau of Health Information and Policy in the Division of Public Health (February 2005 edition), 36% of Northern Region adults 18 and older were overweight with an additional 24% being obese. This represents an increase of 2% in the overweight category since 2000-2001. The Wisconsin Behavioral Risk Factor Survey revealed that in the Northern

Region only 12% of adults 18 and over exercised 20 minutes or more at 50% of aerobic capacity 3 or more times per week compared to the State average of 14%. There was no increase in those percentages for the Northern Region between the early 1990's and the late 1990's. Within the Northern Region, heart disease and cancer are the two diseases leading to the highest number of deaths. Proper nutrition and adequate physical activity can have a positive impact on all of these conditions.

In addition to this data, information on the nutrition education needs of food stamp eligible residents of this area was obtained through the Ashland/Bayfield Counties Nutrition Education Program Advisory Board made up of representatives of agencies that partner with this program. Again this year, in addition to the strategies this project already has in place, the Advisory Board recommended more opportunities for actual low cost meal/snack planning and preparation, identifying the W-2 Program and the developmentally disabled as the client base for this instruction. Recipes and food samples, using food shelf available ingredients, was identified as a need in serving those individuals using food shelves in the two-county area. It was also agreed that the new seniors curriculum should be promoted to senior nutrition sites in the counties.

### **Educational Projects planned for FY08**

**School Day:** Elementary and middle schools/classrooms (preschool-eighth grade), with at least 50% of the students qualifying for free or reduced lunch, will be taught nutrition and food safety based on the 2005 Dietary Guidelines in multi-session groups. A monthly nutrition page distributed through school newsletters or on school menu backs will get nutrition information to parents plus reinforce classroom-teaching concepts.

**WIC:** Parents of infants/children will be taught nutrition based on the 2005 Dietary Guidelines in one-on-one and learn-while-you-wait sessions at six sites in the two-county area. Focus will include the importance of physical activity as it relates to nutrition/weight management and use of the farmers market vouchers to increase food security.

**Health Clinics:** Parents of infants/children, adults and senior adults will receive nutrition education based on the 2005 Dietary Guidelines through learn-while-you-wait sessions at immunization clinics held in conjunction with WIC clinics and health departments in the two-county area. An area of focus will be nutrition/physical activity as it relates to healthy weight.

**Senior Dining Sites:** Senior adults will receive nutrition education based on the 2005 Dietary Guidelines through one-time and multi-session groups at five congregate meal sites in Ashland County. Six four-page nutrition newsletters will further the nutrition education of seniors at the meal sites in addition to reaching those seniors receiving home-delivered meals in both Ashland and Bayfield Counties. One focus of the education will relate to food security through use of the senior farmers market vouchers. The new senior adult curriculum will be offered at the larger senior meal sites in both counties.

**Gardens/Farmers' Markets:** Nutrition and food safety as it relates to fresh produce will be taught at 2 farmers' markets and in multiple visits to at least 6 mobile farmers' market sites through learn-while-you-wait sessions. Sites chosen, including both Bad River and Red Cliff Reservations, have a high concentration of seniors and WIC participants who have received farmers' market vouchers. In

addition, safe preservation of garden produce will be taught at both Bad River and Red Cliff Reservations in conjunction with their community garden/diabetes prevention programs.

**Preschoolers:** Children between the ages of 3-5 will be taught appropriate nutrition/food safety lessons based on the 2005 Dietary Guidelines in multi-session groups at 3 Head Start sites in Ashland and Bayfield Counties. Preschoolers within qualifying school districts will also receive multi-session instruction on nutrition and food safety plus the importance of physical activity as it relates to food intake and good health.

**Parents:** Parents of Head Start/Early Head Start children and youth of school age will receive nutrition information through monthly Head Start or school newsletter articles and handouts sent home with the children. In addition, Head Start and Early Head Start families at 3 sites will have hands on food preparation experiences, including food safety, based on easy, low cost meals and the importance of balancing food intake with physical activity. Depending on the site, the hands on food preparation experiences will be one-time or multi-session. Parents of school-age children will receive nutrition information through learn-while-you-wait exhibits and one-on-one conversations at back-to-school nights at various schools in the two-county area.

**After School/Summer:** Elementary- and middle school-aged youth in two tribal communities will be taught nutrition and food safety, including simple food preservation, in multi-session groups. Education will occur around tribal garden sites and relate to garden produce grown at the sites. The importance of physical activity for lifetime good health will also be stressed.

**Adult Groups:** Adults in the Transition Housing and W-2 Programs in Ashland/Bayfield Counties will receive nutrition/food safety/resource management information through a series of classes including hands on classes in food preparation. The focus of the classes will be planning for and preparing economical meals and snacks based on the 2005 Dietary Guidelines. New curriculum received in 2006 will be used for these classes.

**Food Shelves/Food Pantries:** Through learn-while-you-wait exhibits with appropriate handouts, clients at food shelves in the two-county area will receive economical food preparation ideas with a food sample and recipe built around the available food shelf foods.

**Disabled:** Disabled school-age youth and adults will receive nutrition/resource management/food safety education through a series of classes, including hands on food planning and preparation offered through facilities for the disabled in the two counties.

### **Food Security Programming Efforts Planned**

#### Methods or activities planned to raise awareness of hunger/food insecurity

Through our local food security group, FEAST, we plan to continue and expand the March for Food activities started during 2007. Through various films, panels of local experts, workshops, hands-on activities such as maple syrup making and container gardening, food security efforts should be enhanced. Home and community gardening will continue to be promoted and, through the work of the VISTAS, new gardening sites will be developed in vacant lots and parks throughout Ashland. The home garden tour, with an emphasis on the economic, nutritional and physical benefits of home

gardening will be continued. We will continue to submit articles to local newspapers and work with local governments to keep an emphasis on the issue.

Methods planned to compile data and assess status of food security

We will again collect data related to usage of the Mobile Farmers' Market at the various sites as well as the produce raised in community gardens and donated to the local food shelves. We will also collect data relative to distribution and usage of Senior and WIC farmers' market vouchers. We plan to work closely with the local food shelves and food pantry for changes in usage at those sites.

Plans to increase involvement of community groups in efforts to address food insecurity

Through FEAST, the resulting merger of the Nutrition Coalition and Sustainable Agriculture, as well as the Alliance for Sustainability and the three major communities along the Chequamegon Bay that have adopted the "eco-municipality" principles, Ashland and Bayfield Counties have a wonderful network to work within. Through this network of interested individuals, communities and organizations we are currently surveying area food producers, retailers, wholesalers, restaurants and school and community meal services for current food infrastructure as well as needs such as storage capacity, preparation/processing availability and transportation needs. Then, through advisory groups in at least 3 communities comprised of interested low-income and minority consumers, producers, entrepreneurs and others, we hope to develop additional means for getting local food from farms to tables.

## **Plan for Food Stamp Nutrition Education in Barron and Dunn Counties during fiscal year 2008**

### **Overview of the Barron and Dunn Counties Nutrition Education Program**

Barron and Dunn Counties began their Nutrition Education Program in FY 1996. County Extension Education Committees from both counties approved offering this program after establishing need through local strategic planning processes. In addition, agencies working with limited resource people (i.e., Head Start, WIC, Health Department, Human Services and Elderly Nutrition program staff) requested WNEP assistance. These groups identified their client's needs as the need for assistance in these areas: general budgeting to meet food security, food purchasing, food preparation, food safety and food management. As W-2 came into being, the program was offered at their site and classes were offered to their participants. They continue in regular workshop series offered four times a year in Dunn County. The program has expanded into some of the schools and has been regularly scheduled in after school programs in Dunn County since 2002 and in Barron County in 2004. The goal of this program is to increase the likelihood of healthy food choices by all Food Stamp eligible participants in an effort to promote and safeguard their health and well being. Agency members provide input through requests of education on specific topics in the above areas in the yearly planning process through individual meetings and work in Emergency Food and Shelter collaborative.

### **Characteristics of the low income residents in Barron and Dunn Counties**

#### Demographics of Barron and Dunn Counties

Barron County, population (44,963) is 98% Caucasian and 1% (430) Hispanic. Dunn County, population (39,858), is 96% Caucasian and 4% Asian. Of Barron's 17,851 total households, 5.4 percent (959) are female headed with children. Of Dunn's 14,337 households, 4.6 percent (666) were female headed with children. 28 percent and 21 percent of households (Barron and Dunn, respectively) have individuals 65 and older.

Median household income for 1999 was \$37,275 in Barron and \$38,753 in Dunn. Six percent of the families in both counties were in poverty in 1999 including 13% of those with children under 5 years in Barron and 13% in Dunn. In female-headed families with children under 5, 39% in Barron and 54% in Dunn were in poverty. In 2000, 16% Barron County and 13% Dunn County non-elderly adults had a disability and many use food pantries as disability prevents many from working.

Unemployment in Barron County for 2005 was 5.2%, higher than the state 4.7% rate and 4.3% in Dunn County. Barron County individual poverty rate of 8.82 percent and elderly poverty rate of 9.87 percent are higher than the state (8.66 percent and 7.43 percent, respectively). Child poverty rate of 10.18 percent is slightly lower than the state (10.78 percent). Dunn County individual poverty rate was 12.91 percent, child poverty rate was 11.58 percent and elderly poverty rate was 8.5 percent. 2002 estimates show 9.3 percent and 9.9 percent (Barron/Dunn, respectively) in poverty with 10.2 percent and 11.6 percent (Barron/Dunn, respectively) of children through age 17 in poverty. This would indicate an improvement from several years before but food insecurity indicators show another picture. Unemployment has also increased in those years.

The start of the 21<sup>st</sup> century finds many low-income individuals struggling to feed their families and themselves. Many hard working families are struggling in part, because of their poverty level wages which do not lift even a 40-hour a week full-time year-round worker to the poverty line. In Wisconsin 22 percent (more than 1 in 5 workers had poverty wage jobs. In Barron County and Dunn County, 23.5 percent and 24.2 percent (respectively) of renters pay at least 35 percent of income in rent. In Barron and Dunn Counties, 10.9 percent and 10.7 percent (respectively) of home owners spend 35 percent or more of income on housing costs.

#### Indicators of Food Insecurity in Barron and Dunn Counties

For calendar year 2005, there were 5202 food stamp recipients in Barron County, with 2006 being children. In 2005, 11.6 percent of Barron and 10.2 percent Dunn County residents received food stamps during the year compared to 10.3 percent of Wisconsin residents. There were 133.28 of Barron participants per 100 poor persons on food stamps. In Dunn County there were 4083 food stamp recipients in 2005 with 1940 being children. In 2005, there were 86.08 participants per 100 poor persons in the food stamp program in Dunn County, much lower than the 102.36 per 100 for the state.

Among WIC clients, 35 percent are food insecure and 13 percent experience hunger in Dunn County. For Barron County 33 percent WIC clients are food insecure and 15 percent experience hunger. These are below the 44 percent state food insecurity rate and 19 percent state hunger rate among WIC clients.

Over 45 percent and 22 percent (Barron/Dunn, respectively) County schools participating in the school lunch program are high poverty as compared to 30 percent for Wisconsin. In Barron County, 35.1 percent of children are approved for free or reduced price lunch and in Dunn County, 31.8 percent of children qualify. Over 66 percent of Barron and 56 percent Dunn County children approved for free or reduced price meals attend schools with breakfast, representing an increase in access to breakfast from the previous year. One summer meal program was initiated in 2004 for school aged children in Barron County reaching 22 youth. Two rural schools in the Barron district, Almena and Ridgeland have over 50 percent students on free and reduced lunch and one Rice Lake elementary school on the south side also has over 50 percent of students qualifying for food assistance as well as some grade levels in the Chetek District. River Heights elementary in Menomonie qualifies in this area, is a SAGE school and has high Asian population.

#### **The nutrition education needs of limited-income audiences in Barron and Dunn Counties**

According to the Wisconsin Behavioral Risk Factor Survey, western Wisconsin, including Barron and Dunn Counties, had 37 percent overweight adults but not obese and 22 percent obese based on body mass index. The Pediatric Nutrition Survey of 2001 among low-income WIC enrolled 2-4 year-olds, there were 13.8 percent and 9.5 percent (Barron/Dunn, respectively) overweight children. The prevalence of obesity is significantly higher among adults with the least education and incomes. For example, 1/3 of adults with less than a high school diploma were obese in 1999-2001, compared with about 1/7 of adults with a graduate degree. Overweight and obesity are major economic burdens for Wisconsin, in addition to affecting quality of life and personal health.

According to the Wisconsin Behavioral Risk Survey, only 14 percent of adults exercise 20 minutes or more at 50 percent of aerobic capacity 3 or more times per week in western Wisconsin, including Barron and Dunn Counties. According to the 2002 survey, 20 percent of adults reported no leisure time physical activity during the past month. Inactivity rates in the U.S. are higher for individuals in poverty. For example, adults who had incomes four times the poverty level or more were about twice as likely as adults with incomes below the poverty level to engage in regular physical activity.

Many hard working families are struggling to feed their families, in part, because of their poverty level wages or unemployment. Poverty wages are defined as wages that would not lift even a 40-hour a week full-time, year-round worker to the poverty line. It would take more than \$8.12 an hour to be above poverty wages for a family of four. In Wisconsin, 21 percent (1 in 5 workers) of workers had poverty-wage jobs in 1971 as compared to 22 percent in 1999. Staff at the Job Center continue to see need among their clients for education in food resource management, food shopping practices and community resources.

### **Education Projects planned for FY08**

**School Day:** Series of lessons, some single-session groups to youth ages 5 to 11 years focusing on parts of the MyPyramid and food safety. Series of lessons to migrant children during the summer focusing of MyPyramid and food safety.

**After School:** Series of lessons, to youth 5-11 and to youth 12-17 Focus in Chetek on food safety and preparing healthy snacks.

**Job Centers:** Series of lessons, to adults at W-2 Job Center on food resource management. Learn-while-you-wait at W-2 Job Center and food stamp office on food labels, new dietary guidelines, whole grains, calcium/physical activity, rice, cruciferous vegetables and apples.

**WIC:** Learn-while-you-wait lessons on food labels, new dietary guidelines, whole grains, calcium/physical activity, rice, cruciferous vegetables and apples.

**Health Clinics:** Learn-while-you-wait lessons on food labels, new dietary guidelines, whole grains, calcium/physical activity, rice, cruciferous vegetables and apples.

**Senior Dining:** Multi-session groups on food labels, new dietary guidelines, whole grains, calcium/physical activity, rice, cruciferous vegetables and apples.

**Food Pantries:** Learn-while-you-wait lessons on food labels, new dietary guidelines, whole grains, calcium/physical activity, rice, cruciferous vegetables and apples.

### **Food Security Programming Efforts Planned**

Methods or activities planned to raise awareness of hunger/food insecurity

Emergency Food and Shelter will again work to host one or two poverty simulations. Our intended audience will be UW-Stout family financial management resource class and members of the general public and agency volunteers.

Methods planned to compile data and assess status of food security

We use information collected annually by our food pantry for a report of impact to United Way. They survey participants over a 2-month time frame. Emergency Food and Shelter reviews the information which is shared through newsletters.

## **Plan for Food Stamp Nutrition Education in Brown County during fiscal year 2008**

### **Overview of Food Stamp Nutrition Education in Brown County**

Brown County was the first county in the nation to receive Food Stamp Nutrition Education funding. It was initiated in 1987 to teach healthy nutrition to Food Stamp eligible families and individuals, using walk-by nutrition lessons at sites frequented by this population. The teaching methods diversified over the years to include a greater proportion of group classes, both single session and multi-session. In response to community agency requests, the more recent trend has been toward more individualized education, although it remains a small percentage of our teaching contacts because it is much more time intensive. This approach is actually closer to the former EFNEP programming which was replaced in Brown County with the Food Stamp Nutrition Education Program in 1987.

The core of our teaching continues to focus on basic nutrition, balancing income and expenses, food safety, shopping and food preparation techniques, however over the past 5 years we discerned an increasing need to teach parents strategies for the healthy feeding of young children, and teaching youth and young adults how to make healthy food choices. Because inactivity as well as poor eating patterns is a contributing factor to obesity, the importance of physical activity had been incorporated into teaching opportunities.

All of these educational programs are now designed within the larger context of improving overall food security and are delivered through individual coaching and group classes. In Brown County, WNEP continually adapts program content and delivery methods, within state guidelines, to address local research findings and changing demographic profiles to best meet the needs of low-income clientele and our collaborating partners. Programs build on these successes and strengths of previous years to develop successful outcomes. Brown County WNEP strives to develop educational programs to reach the Hmong, Hispanic and Oneida Indian populations. Interagency collaboration and seeking additional funding sources to supplement this program has been a successful strategy in improving community food security.

### **Characteristics of the low income residents in Brown County**

#### Demographics of Brown County

Although we are a Brown County Program, most of our activities are naturally focused in Green Bay where the bulk of the low income population resides. This means that our actual clientele population is more diverse and poorer than the County population. The 2005 American Community Survey from the US Census Bureau reported that Brown County is 88.3% White, 1.4% Black, 2.2 American Indian, 2.5% Asian (predominately Hmong), 3.7% Other Races, and 1.8 Mixed Race. In addition, 5.5 are reported as Hispanic or Latino. The total population in Brown County is estimated at 231,333. There has been a dramatic increase in minority populations since 1990, with an increase of 480% among Hispanic/Latino populations.

Persons living below the poverty line in 2005 American Community Survey were 9.8% of the population. According to the 2000 census, 17.8% of the Brown County population had incomes below 185% of poverty. The self sufficiency wage in Brown County was \$15.89 per hour in 2004, \$1.75 above the state average. However, a 1999 Brown County Food Security survey

found the median wage of low income individuals to be only \$7.50 per hour. The more recent 2004 Food Security Survey of 775 food pantry participants found that 69.9% had wages at or below \$8.84/hr.

Food stamp participation has increased 154 % since 1999 in Brown County, while the state change has been 81.59%. The child food stamp recipient change has increased by 136% between 1999 and 2005. The percent of the population receiving food stamps in 2005 was 8.9% (up from 6.94% in 2003) and the percent of child population receiving food stamps is 17.57%, up from 13.72% in 2003. In 2005, there were 20,193 cases, up from 18, 584 cases in 2004 and, 15,732 in 2003. Of these 9794 are adult (9018 in 2004) and 10,399 are children (9566 in 2004).

#### Food Insecurity in Brown County

In 1999 UWEX Brown County conducted the USDA Household Food Security Survey in partnership with students enrolled in the University of Wisconsin Green Bay Professional Social Work Program. At that time 56% of 566 at-risk households were reported food insecure without hunger and 22% experienced hunger. Several initiatives have been implemented to improve the status of food security over the past five years. Some of the successes are reflected in the statistics documenting an increase in food stamp participation rate, school breakfast and summer meal sites and participation rates, beginning of the WIC and Senior Farmers Market Voucher Programs and the expansion of community gardens. The survey, with several additional questions included, has been repeated in December of 2004, interviewing 775 individuals. The rates of food insecurity remain similar at 57.3% food insecure without hunger. The rate of food insecurity with hunger however is now at 14.4%, 7.6% lower than in 1999.

When asked why one does not have enough to eat, 0.4% (n=236) reported that not having enough money for food was the primary reason. Another 32.2% (n=83) said it was too hard to get to the store; 20.3% (n=53) didn't have enough time for shopping or cooking; 16.2% (n=42) said that being on a diet was the reason and 13.5% (n=35) didn't know how to prepare the foods given to them. When asked what would most help them obtain enough food for themselves and their families, 54% (n=330) reported that affordable housing would most help; 41.7% reported that having a grocery store nearby would most help; 36.3% (n=225) said that garden space to grow food would help; 36.1% (n=224) reported that learning how to budget their money for food would help them; 33.7% (n=209) would benefit from improved transportation; 24.6% (n=151) would benefit from help in applying for food stamps; 19.5% (n=119) would benefit from affordable childcare and 18.4% (n=114) reported that learning how to prepare food would help them obtain enough food.

One the same survey, 42.8% (n=264) of survey participants using food pantries used food stamps. We also asked a series of questions about the reasons people do not receive food stamps:

- 13.2% don't know about them
- 45% don't think they are eligible
- 35.7% applied but are not eligible
- 26.6% were previously eligible but are not anymore
- 19% don't know how to apply
- 20% don't know where to apply
- 12.6% are too embarrassed to apply
- 9.1% are not able to apply during open hours
- 11.7% are not able to get to the food stamp office
- 14.6% say the application process is too difficult
- 12.9% don't have the necessary documentation
- 16.1% say it isn't worth the time and effort
- 20% don't need food stamps
- 21.4% don't want food stamps

There are 20 food pantries in Brown County, ten with scheduled hours that serve an average of 4400 people per month. In addition the Oneida Nation Food Distribution Program, located in Brown and Outagamie Counties, serves an average of 437 Indians monthly. An active Food and Hunger Network, in which UW Extension is a lead agency, provides a forum for community partners to take action toward improving food security and relief of hunger. They work together to address the recent research findings and implement community initiatives.

Due to the Food Security Initiative in Green Bay, WIC Farmers' Market Program vouchers and Senior Farmers' Market Nutrition Program vouchers are distributed in Brown County. In addition, the Community Program serving 200 gardeners is targeted at low-income families. Brown County has consistently increased the school meals participation rate. In Brown County, 24% of schools are high poverty and 24.37% of children are approved for free and reduced lunch. These are all located in the City of Green Bay where all schools offer school lunch and all high poverty lunch sites also serve school breakfast. Between 1995 and 2003, free and reduced price school lunch participation rates increased 41.76%, three times greater than the state average of 14.1%. In 2003, 83.4% of low-income children in Brown County had access to breakfast in their schools, and 100% of high poverty lunch sites also served breakfast. The daily participation in free or reduced price breakfast more than doubled (up 114.25%) between 1995 and 2003 and increased between 1999 and 2003 more than twice that of the state (59.53% versus 25.04%).

The availability of summer meals sites has increased fully 660% between 1996 and 2003 while the state increase was only 13.76%. A total of 38 sites now serve summer meals. Increasing school breakfast availability and summer meal sites were both initiatives to which WNEP contributed.

### **Nutrition and nutrition education needs of Food Stamp Program recipients and other low-income residents of Brown County**

Women with low incomes—130% of the federal poverty threshold—are 50% more likely to be obese than women with higher incomes. This is true regardless of race or ethnicity. Overall, Wisconsin tends to follow national trends closely. State adult obesity rates increased from 13% in 1991 to 22% in 2001. In addition, half of non-Hispanic black women are obese, and 40% of Mexican American women are obese. The percentage of young people who are overweight has more than doubled in the last 20 years. While 15 percent of children ages 6 to 19 are overweight and another 15% are at risk for becoming overweight, rates are much higher for Mexican American and Black adolescents where 23% are overweight. In 2001, 25% of low-income 2 to 4 year olds were already overweight or at risk for being overweight.

More than 60% of US adults do not get enough physical activity to provide health benefits and US women have increased their calorie consumption 22% since the early '70's, contributing to the increase in obesity. According to the USDA Healthy Eating Index survey, only 10% of the population has a good diet and most diets need improvement. This is an important finding because this pattern is not only related to obesity trends but many diseases are also known to be diet related, including heart disease, certain types of cancer and diabetes; and the current epidemic of Type II Diabetes is clearly related to the increase in obesity rates. Type II diabetes is also occurring in children, now representing up to 46% of new cases diagnosed in children. Among adults the number diagnosed with diabetes increased 61% since 1991. Reflecting this trend, there has been a dramatic increase in inquiries by our program participants and agency

staff about diabetes and managing weight for both children and adults. In addition, 22.5% of food pantry respondents in our recent Food Security survey, reported that someone in their household had diabetes, and 40% had someone in their household who is overweight.

Professionals working with school age children all seem to have a similar interest and concern about the increasing weight and declining fitness level of children. While weight data are unavailable for local school-age children, 36% of Brown County adults are overweight and 18% are obese. For children under 10 years of age, parental obesity is a strong predictor of a child becoming obese in adulthood. Head Start families and staff would prefer educational topics that promote healthy weight. Specific topics include: alternatives to soda pop, being active, and eating family meals. School Food Service personnel are interested in helping children learn how to make the healthiest choices from the school lunch menu. A goal of the Brown County Healthy Weight for Youth Coalition, of which WNEP is a member, is to provide research based information to help support these staff with messages to promote healthy weight in kids.

The December 2004 Household Food Security Expanded Survey of 775 Brown County food pantry users asked several questions about health and nutrition. Participants reported that someone in their household had the following health problems:

- 46.3% (n=286) Depression
- 40% (n=247) Overweight
- 15.7% (n=97) Heart Disease
- 22.5 (139) Diabetes
- 36.3% (n=225) High Blood Pressure
- 34.1% (210) Asthma

In addition, participants were asked if they thought that in the past 12 months, they or anyone in their household gained weight because they didn't have enough money to buy a variety of healthy food. And 24.5% (n=152) answered yes. When asked how important it is to choose a diet with five or more servings of vegetables or fruit, 69.1% (n=430) reported it was very important and 23.3% (n=144) reported it was somewhat important. They were also asked, "Do you think you eat the right amount of vegetables and fruit or do you think you should eat more?" Interestingly, 69.1% (n=430) thought they should eat more and 29.3 (n=182) thought that they eat the right amount.

Family Resource Management programming continues to be a need as people experience increasing difficulty in making ends meet. The majority of our partners have requested education for their clients on this topic. In addition, 2000 survey of food stamp recipients identified learning more about managing food dollars as their top choice of educational topics. Our Brown County 2004 food security research of food pantry participants also found that 36.1% (n=224) of 775 interviewees reported that learning how to budget their money for food would help them in obtaining enough food for themselves and their families. A 2004 WNEP survey found that only 34% of low-income families had a written spending plan, and only 27% said they usually allocated their money according to such a plan. After experiencing programs on food budgeting, 63% stated that they would use a spending plan from then on. The need for such careful planning of food budgets is underlined by the fact that low-income families spend far more of their income on food (48%) than the middle class (13%).

## **Educational Projects planned for FY08**

### **In School:**

- *Power of Choice* is a two-part series targeted at fifth graders in nine At-Risk Schools in partnership with Green Bay School Food Service to prepare students to make healthy choices in the middle school lunch environment, and to set goals to look good, feel good and do well in school. Each lesson is followed up with support materials provided to teachers and with a take home packet to parents. Evaluations are requested from parents and teachers after the second lesson.
- A six-part series delivered at eight to twelve different alternative high school programs. The primary curriculum uses Money for Food and Florida UWEX Smart Food Shopping for Teens, each with six lessons.

**Preschoolers:** A four part Multi-session series using the USDA team Nutrition curriculum “Tickle Your Appetite” is taught in 19 Head Start classrooms. The lesson includes a short video clip, activity and preparation of a fun snack. A bilingual Parent newsletter that complements each lesson and the recipe is sent home with the children after each lesson. Parent and teacher evaluations document changes in child’s acceptance of new foods.

### **Parents:**

- Monthly cooking classes that emphasize preparation of “Quick Easy Healthy Good” meals for adults and families with children are taught at two family resource centers.
- Weekly playgroups for parents with pre-school children include a nutrition lesson, based on USDA’s Nibbles for Health. A healthy snack demonstration is also prepared for sampling and an activity encouraging physical movement is taught, each encouraging healthy parent child interaction.
- Monthly walk-by lessons are taught at Family Resource Center Dinner Nights. Teaching uses a one page handout and an educational display on timely topics.
- Parent Newsletters follow up classroom lessons with kids for all youth programming; four part multi-session Head Start classroom education and a two part series with fifth graders during school
- An eight-week Nutrition and Money Management class taught twice a year in English, once in Spanish and once in Hmong is part of the 16 week STAR Parenting Program.
- Weekly Trail Blazers walking Club with Healthy Families is designed to encourage increased activity, social time and informal education on nutritional topics.
- Home visitation is provided for parents with young children by referral through the Health Department and Healthy Families program.
- Breast feeding education and support is provided to Moms referred through a collaborative arrangement with WIC, The Brown County Health Department and Healthy Families Program

### **Job Centers:**

- “Invest in Your Life” is a bi-weekly 20-minute group nutrition class taught at the Food Stamp Orientation. The class is targeted to adults and families with children receiving food stamps and teaches the benefits of making food choices using MyPyramid.

- A four part multi-session group classes, lasting 3 hours each is taught at the Oneida Nation JOBS Center. The content is focused primarily on the When You Work curriculum and the multi-session series is repeated seven times.
- Individual education is also scheduled by referral. Each person attends approximately 3 sessions lasting about 1.5 hours each.

**WIC:** Monthly English classes on Breastfeeding Basics are taught through WIC to pregnant mothers. Classes are taught in Spanish every other month. Prenatal nutrition classes including an introduction to breastfeeding are also taught weekly. Follow-up breastfeeding education and support via phone calls or home visits are made by referral to increase the duration of breastfeeding.

**Gardens:** The availability of community gardens and gardening in general is promoted through many of the educational programs. Nutrition education on using vegetables is provided to gardeners during community garden plot registration.

**Health Clinics:** Brown County Health Department refers families for nutrition education through home visits as needed

#### **Adult Groups:**

- Single session group lessons for adjudicated youth ages 11 to 17 living in supervised temporary housing are taught throughout the year with a focus on Money for Food curriculum. Classes are repeated on an eight week cycle and cover a range of nutrition and money management topics.
- Money for Food is taught monthly at the NEW Community Shelter as a three part multi-session series.
- Cooking and nutrition classes are taught once a month for individuals in the transitional housing units at NEW Community Shelter.

**Disabled Adults:** Monthly group classes and home visits for developmentally disabled adults enrolled in Independent Living programs focuses on basic nutrition and food money management. Case workers participate in the trainings and assist with all home visits.

**Senior Dining:** Monthly single-session group classes on a variety of nutrition topics of interest to seniors are offered quarterly during lunch at four congregate meal sites. In addition, cooking classes are offered twice per month at one site.

**Home Visits:** Individual education through home visits is scheduled through agency staff with Lutheran Social Services, Brown County Health Department, Fort Howard Family Resource Center and Healthy Families. Participants are encouraged to work through four topics to learn new skills in all areas of WNEP teaching outcomes. A certificate is awarded with completion.

#### **Food Security Programming Efforts Planned**

Methods or activities planned to raise awareness of hunger/food insecurity

Poverty simulations are held at least twice a year as requested. They are usually followed by an educational program. We will also be facilitating Poverty study groups this year. Press releases

are sent to all media for all newsworthy food security related events: research findings, grant announcements; special fundraising; trends with food pantry usage etc.

Methods planned to compile data and assess status of food security

We assess food security status every five years and completed the last study in 2004. We will be conducting a study on breakfast consumption in partnership with UW Green Bay Education Department this year. Youth will be surveyed with a show of hands with the assistance of the classroom teachers.

## **Plan for Food Stamp nutrition Education in Buffalo, Jackson, Pepin and Trempealeau Counties during fiscal year 2008**

### **Overview of the Buffalo, Jackson, Pepin and Trempealeau Counties Nutrition Education Program**

In 1993 WIC, Head Start, Public Health, and Senior Services in Buffalo, Jackson, Pepin and Trempealeau Counties requested assistance in providing nutrition education to low income families with children and senior citizens. The major purposes of the program are to choose a healthy diet, to implement cost saving shopping strategies, to prepare low-cost snacks and meals, and to implement safe food handling practices. Throughout the thirteen-year history, learn-while-you-wait strategies have largely been used with both the senior citizens and young families. Within the last seven years, small group sessions have been conducted with disabled and or developmentally challenged and Head Start parent groups. In 2006, a school-age audience was added in Jackson County. During that year, the nutrition educator provided cafeteria nutrition lesson focusing on the consumption of fruits and vegetables while students ate their lunch. In 2007, a classroom component was added that focused on making half your grains whole. Also, in 2007 the senior dining program was considerably reduced and replaced with the Stepping Up to a Healthy Lifestyle series offered at low-income housing sites.

### **Characteristics of the low-income residents of the Buffalo, Jackson, Pepin and Trempealeau Counties:**

67,760 predominantly white citizens populate the four-county area. 2000 US Census data indicates that over 98% of the populations of each Buffalo, Trempealeau, and Pepin Counties are white. American Indians comprise over 6.2% of the population in Jackson County. Within the last five years, there has been an influx of Hispanics to fill agriculture and manufacturing jobs. The Arcadia School District reports that about 70% of the new enrollees are Hispanic. Similar observations regarding the increasing Hispanic population have been made by WIC and Head Start. In 2005, 5681 (8.3%) of all persons in the four-county area received FoodShare benefits. From 2004 to 2005 there has been an increase of 568 participants in the FoodShare program. Although elderly poverty rates are approximately 10%, less than one-third of the elderly in poverty receive Food Share assistance. Families with children also experience poverty issues. In 2006, 30.6% (3,851 of 12,588) children in the four-county area receive free and reduced price school meals. Fairchild Elementary and Merrilan Elementary schools both have more than 50% of the students receive free and reduced price meals. Another nine schools have 40% or more of the students eligible for free and reduced meals. The child poverty rate is approximately 10% with a range from 7.87% in Buffalo to 13.39% in Pepin County. While 20.9% of all Wisconsin residents have income below 185% of poverty, all four counties have more than 22.4% of their populations with income below the 185% poverty. Jackson has the largest percentage, 27.9%, of its population at this income level. Eighteen percent of families responding to the Blair-Taylor School Survey of Household Food Needs (Winter, 2005) indicated by their responses that they were food insecure. This includes 8% of families that experienced hunger.

### **Nutrition and nutrition education needs of the local low-income residents of Buffalo, Jackson, Pepin and Trempealeau Counties**

Local assessments show that overweight and obesity issues are major nutrition concerns. The five major health problems (heart disease, obesity, cancer, diabetes, and poor nutrition) identified

in the 2002 Trempealeau County health assessments have relationships to overweight and obesity conditions. The 2003 UWEX strategic planning process also identified obesity and related nutrition concerns among the top five issues. Likewise, a study of 1053 students in four Jackson County elementary schools indicated 473 (25%) of the students were at risk of becoming overweight and 206 (20%) of the students were overweight. According to the Wisconsin Behavioral Risk Factors Survey, 58% of adults are overweight or obese in the Western Region of Wisconsin. County partners shared that they observe knowledge, skills and behaviors lacking within the audiences they served. All partners identified the following: 1) eating whole grains, 2) eating a variety of fruits and vegetables, 3) eating foods that meet nutrient needs without eating too many calories, 4) choosing/preparing foods with less sugar, 5) preparing food/versus pre-packaged items, and 6) balancing calorie intake with calories used through physical activity. Additional education needs identified focused on managing resources and using thrifty shopping practices, storing food safely, and community awareness of existing food insecurity.

### **Educational Projects planned for FY08**

**School Day:** Youth 6-11. Learn-while-you-wait education in the focusing on handling food safely, eating whole grains, eating a variety of fruits and vegetables, and choosing foods with less sugar and small group sessions Plans are to use the Professor Popcorn curriculum.

**After School:** Youth ages 6-12 at Gebhardt School, Black River Falls. Multi-session groups focusing on preparing and eating nutritious snacks, handling food safely (hand-washing), and being active. Plans are to use the Professor Popcorn curriculum.

**WIC:** Parents of infants/children and pregnant women. Learn-while-you-wait education focusing on choosing and preparing nutritious meals and snacks with a focus on preparing and consuming foods to meet the 2005 Dietary Guidelines.

**Disabled:** Adults without children. Multi-session groups focusing on planning, buying, and preparing nutritious and affordable meals and snacks with considerations for balancing calorie intake with calories used through physical activity. Participants will gain food preparation skills in order to live healthy, independent lives.

**Food Pantries:** Adults, parents with children, and senior adults. Learn-while-you-wait interactive demonstrations on planning and preparing pantry foods that may be unfamiliar or have less appeal. Participants will use food resources available to increase food security.

**Parents:** Parents of children at Fairchild and Merrilan Elementary Schools, as well as parents of Head Start Children. One-time groups focusing on preparing food/versus pre-packaged items and planning low-cost meals and snacks that meet Dietary Guidelines. Newsletters and brochures will be sent home with children participating in WNEP “school day” sites.

**Senior Dining/Nutrition Programs:** Learn-while-you-wait interactive demonstrations focusing on preparing and eating fruits and vegetables. The “Sisters in Health” curriculum will be adapted to meet the location restrictions.

**Other** (low-income housing units): Multi-session groups at low-income housing units in Buffalo, Pepin, and Trempealeau County will use the “Sisters in Health” curriculum to focus on preparing and eating fruits and vegetables.

### **Food security programming efforts planned**

WNEP will work with food pantries, churches, schools, and organizations to raise awareness of food insecurity among the elderly, disabled, and young families who are reluctant to participate in not aware of their eligibility to participate in social programs.

WNEP will work with program partners to conduct “Diversity Circles” to involve citizens in assessing and taking action to address local poverty issues in Trempealeau County and possibly Jackson County. The Methodist Church in Black River Falls began studying hunger and poverty issues as a 2007 Lenten Project. The Jackson County UWEX Family Living Educator was involved in this project and has encouraged WNEP to join the effort to move this group toward a Poverty or Hunger Task Force.

In addition to using demographic data gathered through government program participation, WNEP staff will conduct key informant interviews with food pantry coordinators and Social Services’ economic support workers to better understand participation trends and the needs of their clients.

## **Plan for Food Stamp Nutrition Education in Burnett County during fiscal year 2008**

### **Overview of the Burnett County Nutrition Education Program**

Burnett County WNEP began in 1998. The WNEP program was combined with Douglas County as a 2-county project with a 50% educator hired in Burnett County. In 2005, this configuration was changed again to a single county Burnett County program.

Burnett County WNEP has strong partnerships with the WIC Program, Northwest Passage and two of the three school districts. It has strengthened partnerships with Mina Copeland Head Start this past year. New partnerships are being formed--Diversified Services, Inc. (Catholic Charities/Burnett County sponsored organization which employs mentally and physically challenged adults), Burnett County Alternative Learning Center (high school learning center) and St. Croix Tribal Head Start. Burnett County WNEP continues to do youth programming in classrooms and after-school with more focus on ways to connect with the parents through Kindergarten round-ups and more multi-session teachings in the schools. Newsletters for families with children and day care providers are provided monthly in Burnett County.

### **Characteristics of the low income residents in Burnett County**

#### Demographics of Burnett County

Burnett County has a poverty rate of 5.7% for families, 11.6% for children, 8.8% for individuals and 7.5% for the elderly population. Nearly 27% of the county population is below 185% of the poverty line. The Siren School District has a higher than county average poverty rate of 10.3% for families. Webster and Grantsburg School Districts have a poverty rate of 7.9-10.2% for families. Burnett County is 93% White, 4.5% Native American, 0.8% Hispanic, and 0.4% Black, according to the 2000 Census figures. The medium household income for Burnett County families was \$34,218 ranking 58<sup>th</sup> of 72 Wisconsin counties.

#### Food Insecurity in Burnett County

Food insecurity in Burnett County is a concern. The percent of the Burnett County population receiving food stamps in 2005 was 11.7% with a county ranking 10<sup>th</sup> of 72 counties in Wisconsin. In Burnett County 55% percent of school lunch sites are high poverty with nearly half (49.8%) of Burnett County children in school approved for free and reduced lunch. This is an increase of 15.4% between 1999 and 2005. Community awareness and support of the food insecurity problem is high among certain sectors in Burnett County. Burnett County has multiple food pantries to supplement Food Stamp participation. Burnett County has the WIC Farmers' Market Program which strengthens food security and increases dietary quality in the WIC Program audience. The FoodShare program just began in Burnett County in March 2006. Ruby's Pantry (food distribution program) is attempting to develop a Burnett County site by the end of 2007.

### **Nutrition and nutrition education needs of Food Stamp Program recipients and other low-income residents of Burnett County**

The above demographics indicate we are in the right places for programming. School classrooms, WIC and After-School programming in the Webster and Siren Schools show a high rate of free-reduced lunch children that matches the high poverty rates.

Burnett County partners from Head Start, school districts, the Alternative Learning Center, Diversified Services, Inc., and the WIC Program indicate they want nutrition and physical activity topics. Several partners are concerned with the overweight/obesity issue of their clients, as well as the quality of their diets. This is possibly due to limited income and poor skills to plan and prepare nutritious meals. The Head Start and schools mention food safety as a topic they want reinforced. The Webster 2<sup>nd</sup> grade curriculum included WNEP education specifically for 2007-08 school year. The Burnett County Nutrition Education Program is active in the Burnett County Nutrition Coalition and the Wellness Committees in the Siren, Webster and Grantsburg school districts.

### **Educational Projects planned for FY08**

**In School:** Siren and Webster School Districts will receive classroom programming on dietary quality, physical activity and food safety topics. The programs will occur in grades preK-6. Northwest Passage is a residential childcare center for teenage boys that will receive programming on dietary quality, physical activity and cooking experiences in a series of four lessons to two different groups. Alternative Learning Center will receive programming on dietary quality, physical activity, Money for Food lessons and cooking experiences.

**After School:** Siren School District will receive after-school programming on dietary quality, physical activity, food safety and cooking experiences.

**Preschoolers:** Burnett County Head Starts will receive programming on food safety and Tickle Your Appetite curriculum at the Mina Copeland Head Start Center in Siren and the St. Croix Tribal Head Start Center in Hertel.

**Parents:** Burnett County Head Starts will have an opportunity to attend a series of classes on dietary quality and resource management topics using a variety of lessons.

**WIC:** Burnett County WIC Program will receive programming on various nutrition and physical activity topics on voucher pick-up days and clinic days in Siren and Grantsburg. All of the programs will be learn-while-you-wait and are interactive. WIC Farmers' Market will receive programming on dietary quality topics related to fruit and vegetable consumption. Food samples and recipes using garden produce will be shared at the Farmers' Market. The WIC director partners with WNEP during this time to make contact with as many WIC clients as possible.

**Disabled:** Diversified Services, Inc. is a manufacturing business which employs physically and mentally challenged adults. This business is supported by public and private funds. Lessons will be provided during the work day using the EFNEP publications.

**Food Pantries:** Indianhead Community Action Agency clients visiting the food pantry receive a flyer/newsletter in food bags with commodity recipes and nutrition information.

### **Food Security Programming Efforts Planned**

A poverty simulation in Burnett County is tentatively planned for the fall of 2007. The Burnett County Nutrition Coalition, County Board supervisors, County employees and members of our Community Partner Advisory Group (CPAG) will be invited to this poverty simulation.

# **Plan for Food Stamp Nutrition Education in Calumet, Outagamie and Winnebago Counties during fiscal year 2008**

## **Overview of Food Stamp Nutrition Education in Calumet, Outagamie and Winnebago Counties**

The Wisconsin Nutrition Education Program (WNEP) began in Calumet, Outagamie and Winnebago Counties in 1992 with the primary purpose of improving the nutritional status of the food stamp eligible population. Calumet County left in 1994 but returned in 2003. An educator bilingual in Spanish and English was added in 2001 to meet the needs of the growing Hispanic population. The need for Breast Feeding Education for Hispanic women had been identified by the Special Supplemental Nutrition Program for Women, Infant & Children (WIC), particularly in Calumet County in 2005. The bilingual educator, trained in 2005 as a certified Breast Feeding Educator, began teaching Hispanic women the benefits of breastfeeding in 2005/2006. This will continue in 2008. The National Center for Health Statistics 1999/2002 data on children showed Mexican/American children ages 6-11 were more likely to be overweight (22%) than non-Hispanic black children (20%) and non-Hispanic white children (14%). These statistics illustrate the need for early intervention with Hispanic families. The WNEP program in Calumet, Outagamie and Winnebago Counties has had an educator bilingual in Hmong/English since the program began to provide outreach to the Hmong population. The introduction of new Hmong refugees from Thailand to the Fox Cities beginning in 2004 has re-emphasized the necessity of an educator fluent in Hmong. WNEP will continue efforts in 2008 to educate new Food Stamp recipients at the time of enrollment in all counties on Food Resource Management. Efforts in 2008 will emphasize working with families with young children primarily through WIC, Head Start and the Healthy Kids Coalition, a childhood obesity coalition who is targeting families with young children. Project Promise, a Fox Cities (Outagamie County) initiative on poverty features community activities to engage the community in education, awareness, and action around poverty. The WNEP role is involvement in Diversity Circles on Poverty, Poverty Simulations and community action plans to address poverty.

## **Characteristics of the low income residents in Calumet, Outagamie and Winnebago Counties**

### Demographics of the Counties

*Calumet County*-Population 40,632; 96% White; 2% Asian/Pacific Islander; 1.5% Hispanic.  
*Outagamie County*-Population 159,401; 94% White; 2.5% Asian/Pacific Islander; 2% Hispanic.  
*Winnebago County*-Population 156,763; 95% White; 2% Asian/Pacific Islander; 2% Hispanic.  
Census 2000 data shows an increase of 225% in the Hispanic population in Outagamie County and a 168% increase in Winnebago County.

Social Demographics: In *Calumet County*, 4.9% (1,860) speak a language other than English at home; *Outagamie County*, 6% (8926); and *Winnebago County*, 5.7% (8454).

### Food Insecurity in Calumet, Outagamie and Winnebago Counties

*Calumet County*-Poverty rate is 3.5%; 4.9% (1463) of the population receives food stamps; 16.1% of children participate in reduced-price or free lunch; 81% (1068) of eligible children are served by WIC. There are six congregate meal sites serving 12,328 meals and 13,034 home delivered meals.

**Outagamie County**-Poverty rate is 4.7%; 5.7 % (9,144) receive food stamps; 19.1% of children participate in reduced-price or free lunch; 87.4% (4,328) of eligible children are served by WIC. One summer meal program serves 266 students per day. There are 9 congregate meal sites serving 32,266 meals and 36,844 home delivered meals. There are four Farmer's Markets accepting WIC nutrition program vouchers as well as a Community Gardens program.

**Winnebago County**-Poverty rate is 6.7%; 7.4% (9249) of the population receives Food Stamps; 23.3% of children participate in reduced-price or free lunch; 70.7% (4,436) of eligible children are served by WIC. All three counties showed an increase of 1-3% of children receiving a reduced-price or free lunch. A 2005 School Food Security Survey conducted in five Oshkosh Area School District Elementary Schools showed food insecurity in the schools, even schools that were not considered low income (50% or more receiving reduced-price or free meals). Two summer meal programs serve 233 students per day. There are 12 congregate meal sites serving 70,953 meals and 63,743 home delivered meals. There are four Farmer's Markets accepting WIC nutrition program vouchers as well as a Community Garden's program. A 2002 survey of Wisconsin WIC families indicated that 44% of the families were food insecure and 19% of the families were food insecure with hunger. WIC will continue to be a primary focus of WNEP efforts in each county.

### **Nutrition and nutrition education needs of Food Stamp Program recipients and other low-income residents of Calumet, Outagamie and Winnebago Counties**

According to data from the Wisconsin Behavioral Risk Factor Survey, 68% of males and 48% of females are overweight or obese in Wisconsin. In Outagamie County, 32% of adults are overweight and 20% are obese; in Winnebago County, 42% are overweight and 23% are obese. The 2010 federal target is to reduce obesity to 15%. In Outagamie County, 13% of adults participate in regular and vigorous physical activity (20 minutes or more at 50% aerobic capacity, 3x or more per week) and 9% of adults in Winnebago county participating in regular and vigorous physical activity. Data is not available for Calumet County. Cardiovascular disease is a major health concern due to high death and disability rates. In Calumet County, there are 66 deaths per year; Outagamie County, 300 deaths per year; and Winnebago County, 337 deaths per year attributable to heart disease. Obesity and overweight may be a result of poor diets and sedentary life styles which contribute to cardiovascular disease and diabetes. Age is an additional risk factor for diabetes, 18% of Wisconsin residents 65 and older have diabetes. The Departments of Aging in the three counties and the Low-Income Housing Projects (Outagamie and Winnebago) have expressed the need for nutrition education for the elderly. WNEP educators work in partnerships with these agencies to meet the educational needs of low-income individuals over the age of 65. The National Center for Health Statistics, 2004, "Health Behaviors of Adults" research states that the prevalence of obesity is significantly higher among adults with the least amount of education and income. Overweight and obesity is not only a concern for adults but youth as well. The National Center for Health Statistics, Centers for Disease Control and Prevention (1999/2000) reports that 15% of children and adolescents (ages 6-17) were overweight, up 10% from the 1960's and 1970's. Physical activity declines as children get older. The Northeast Wisconsin Kid's Coalition for Activity and Nutrition is addressing obesity issues in Northeastern Wisconsin and the Fox Valley. In the Fox Valley, the obesity coalition, Healthy Kids Coalition is partnering with health care providers, WIC directors, Head Start directors, and other agencies and organizations with a 2007/2008 emphasis on the health of young children in the Fox Valley. The Healthy Kids Coalition is targeting parents with

young children through day care centers, WIC and Head Start. Calumet County has a Healthier Calumet County committee to address obesity issues. Breast Feeding education for Hispanic women in Calumet County encourages healthier babies. The WNEP partners with Head Start, WIC, the YMCA and Boys & Girl's Club after school programs in low income schools to address the obesity issues with these audiences.

The L.I.F.E. in Winnebagoland 2002: Local Indicators for Excellence stated that according to the Wisconsin Department of Health and Family Services, the National and State goal is to have at least 90% of women receive prenatal care during the first trimester of pregnancy. Since 1997, Winnebago County has been below the goal. A partnership with WNEP, Winnebago County Public Health, and other agencies addresses the needs of Hispanic women through the prenatal classes, "Comenzando Bien."

A 1999 survey of 1,000 U.S. households found consumers fail to store, handle, and cook food safely. For example, 44% forgot to wash their hands properly before preparing meals. Although 78% knew it was important to prevent contamination of cutting boards, 11% rinsed or wiped off cutting boards without using soap. Only 12% of consumers always used a meat thermometer. Since improperly handled and prepared food may lead to food borne illness, continued training in this area is important for WNEP clients.

### **Educational Projects planned for FY08**

**School Day:** WNEP will partner with the Appleton Area School District and the Community Gardens Education Advisory Committee to work with Columbus Elementary School (77% of the students receive a reduced or free lunch) on educating students on proper hand washing, washing of fruits and vegetables, and the benefits of eating more vegetables. Columbus has a new teaching garden at the school. In Wisconsin, a 2003 WNEP survey of 700 low-income persons responded that only 39% serve their families two or more vegetables per day. Growing their own food and increasing vegetable consumption improve health and increase food security for low-income families.

**After School Programs:** The WNEP program partners with the Oshkosh Area School District to provide education at the free breakfast and lunch program in the summer. Low-income schools in Outagamie and Winnebago benefit from education at four low-income schools in partnership with the Oshkosh and Appleton Area School Districts, the Boys & Girl's Clubs, and the YMCA. The Youth Curriculum Sourcebook and Fun, Food & Reading are the primary curriculums used to teach nutrition education. Food Safety education is incorporated into all lessons involving food preparation in multi-session groups. A community garden at Columbus Elementary School, Outagamie County, will educate students on growing your own food, food safety with vegetables, and consumption of vegetables.

**Preschoolers:** The Healthy Kids Coalition Beverage Committee is piloting five lessons at a Head Start Center and a daycare center to educate parents and preschoolers on healthy beverage choices. Consumption of sweetened beverages is a contributing factor to childhood obesity.

**WIC:** WNEP has strong partnerships with WIC programs in the tri-county area. Parents are educated in Calumet County through Breast Feeding Education, learn-while-you-wait education

during check pick up days, and one-on-one education. Classes utilizing the curriculum, “Sisters in Health” are conducted for Hispanic women who are WIC recipients. In Winnebago and Outagamie counties, the WIC directors and WNEP Coordinator co-chair educational efforts on the Healthy Kids Coalition Beverage Sub-Committee. A fall pilot project aimed at parents of young children will address healthy beverage choices.

**Parents:** Parents are reached by WNEP through learn-while-you-wait education at food pantries, WIC sites, Head Start, and other locations where families may gather. Educational materials are sent home to parents from after school programs and other programs geared to children. The New Holstein Public Library, Calumet County, will host, “Sisters in Health” for Hispanic families during a monthly family night. Fun, Food & Reading will target low-income children at after school reading programs at Appleton Public Library, Outagamie County, and at the New Holstein Public Library. Another new program in 2007/2008 are classes for teen parents and pregnant teens in Outagamie County on prenatal nutrition using the “Healthy Beginnings” curriculum. Feeding yourself and your infant will also be taught. These classes will include teenagers who are Hmong.

**Job Centers:** FoodShare recipients will receive food resource management education when being oriented on the food share program at W-2 offices in Calumet, Outagamie & Winnebago counties. Money for Food is the main curriculum used to educate client one-on-one and in one-time groups. Multi-session groups will also occur in Winnebago County at Job Centers in Oshkosh and Neenah. These programs are a primary educational effort in the Tri-County WNEP program because they provide a direct link to food share recipients as they receive food share.

**Community Gardens:** The Nutrition Coordinator is a member of the Community Gardens Advisory Group and the Community Gardens Education Sub-committee. New and Rusty Gardener trainings will be held at the Salvation Army, Goodwill Industries, and the Hmong American Partnership with WNEP providing education on food safety and nutrition education related to vegetables. Classes will be taught in English and Hmong. WNEP works with the teaching gardens and two school sites in Outagamie County on curriculum and resources for educating gardeners and teachers at the schools.

**Health Clinics:** Educators teach at the City of Appleton Interpreter Assisted Clinic to provide outreach to Hispanic and Hmong families through learn-while-you-wait education. The Tri-County Health Clinic has prenatal classes for Hispanic women in a multi-session group called, “Comenzando Bien

**Disabled:** One-time group classes and multi-session classes will be taught to cognitively disabled adults at the Good Hope Center in Chilton, Calumet County, and at the UW-Extension office, Oshkosh, Winnebago County, in collaboration with the Winnebago County Dept. of Health and Human Services. Cooking classes are taught to assist low-income clients with self-sufficiency and nutrition education.

**Senior Dining:** Educational programming is provided at 11 congregate meal sites in Outagamie and Winnebago Counties. WNEP staff teaches multi-session classes relevant to senior health and

nutrition. Seniors are also taught through the Oshkosh Housing Authority low-income resident facilities.

**Food Pantries:** WNEP will continue to provide Learn While You Wait education at 11 food pantries in Calumet, Outagamie and Winnebago counties. This includes: Advocap (Winnebago), Salvation Army (Calumet, Outagamie and Winnebago), two meal sites plus two food pantries at churches (Winnebago), and St. Joseph's (Tri-County), a self-supporting food pantry. New classes have been added in 2007/2008 at Salvation Army in Calumet and Outagamie counties using commodity foods to plan and prepare meals. A class specifically for Hmong audiences has also been added at the Salvation Army in Outagamie County.

### **Food Security Programming Efforts Planned**

#### Methods planned to raise awareness of hunger/food insecurity

The WNEP program will raise awareness of hunger/food insecurity through the following community collaborations or committees: Hmong/American Partnership; Hispanic Interagency group; Latino Link; Fox Cities Community Council; Winnebago County Collaboration Workgroup; and the Oshkosh Hunger Task Force. These committees are attended monthly by a WNEP representative. Additional effort will be made in 2007/2008 to raise awareness of hunger/food insecurity with these agency representatives. The Hunger Task Force provides a current updated list of food pantries in Oshkosh. WNEP educators distribute these lists to clients and agencies. The Hunger Task Force raises awareness of hunger/food insecurity through the Mail Carrier's Food Drive, Celebration of Lights, and the Boy Scout Food Drive. The data from the School Food Security Survey conducted in the Oshkosh Area School District in Fall 2005 will be used to develop awareness of families that are food insecure in the elementary schools. Project Promise, a Fox Cities (includes Calumet, Outagamie and Winnebago counties) initiative on poverty in 2007 included Diversity Circles on Poverty, Fox Cities Reads, "Nickel and Dime: Not Getting By In America," book discussions; Financial Fitness; Poverty Simulations, and Financial Literacy. The WNEP Coordinator will be involved in action plans to continue with engaging citizens in education, awareness, and action plans related to poverty.

#### Methods planned to compile and assess status of food security

The WNEP Wisconsin Food Security Project Website is a primary source to compile county data and assess the status of food security for Calumet, Outagamie, and Winnebago counties. WNEP will use the data from the 2005 Oshkosh Area School District (OASD) Food Security Survey to assess the food security status of families in Oshkosh. A brochure will encourage families who are food insecure to apply for the Food Share program. This brochure will go to all families whose children attend school in the Oshkosh Area School District.

The Hunger Task Force plans to increase the involvement of community group efforts by assessing the possibility of a central food pantry in Oshkosh, Winnebago County. A subcommittee has been formed to address this possibility. Project Promise will continue the initiative to involve community groups in addressing poverty issues in the Fox Cities.

## **Plan for Food Stamp Nutrition Education in Chippewa and Eau Claire Counties during fiscal year 2008**

### **Overview of the Chippewa and Eau Claire Counties Nutrition Education Program**

Eau Claire County's (ECC) Wisconsin Nutrition Education Program (WNEP) began in 1995 to improve the eating and physical activity behaviors of food stamp and food stamp eligible participants within their limited budgets. WNEP initiated the program using the learn-while-you-wait educational approach. Throughout the years, WNEP has developed a multi-faceted and longer term educational program. Currently, 60% of all WNEP educational contacts serve participants in multi-session groups. Most multi-session groups include a minimum of four, one-hour sessions. This multi-session approach increases the probability of clients' knowledge retention and behavioral changes. In 2006, staff made 4,000 educational contacts. Due to an increased demand for nutrition programming in our county, WNEP is currently in the process of hiring an additional nutrition educator. This will provide ECC with a WNEP staff of three, 2.6 FTE's. The ECC Coordinator will coordinate the new Chippewa County WNEP, which will begin in October 2008.

### **Characteristics of the low income residents in Chippewa and Eau Claire Counties**

#### Demographics of the Counties

The 2000 Census reports the ECC population at 93,142. Of those 16 or older, 70.2% (51,987) are in the labor force. ECC's median household income is \$39,219, and the 2004 self-sufficiency wage for an adult with a preschooler and school-aged child is \$16.13/hour or \$33,550/year. However, most low-income workers earn between \$7-\$8/ hour, or about \$15,600/year. In 1999, the ECC median earnings of a male full time, year round worker was 69% higher than that of a female working the same number of hours. Single women head 9% of ECC family households, putting them at increased risk for poverty and food insecurity. Housing is a major expense. Nearly 30% of ECC renters are paying at least 35% of their income on rent. The 2000 Census data revealed 11% of ECC individuals live at or below 100% of poverty, and 25% of the county population is below 185% of poverty (UWEX Food Security Profile Website).

#### Food Insecurity in the Counties

A January 2002 survey of mothers participating in the ECC WIC program revealed an alarming rate of food insecurity (49%) and hunger (23%) (Food Security in the WIC Population, 6/02). A 2004 UW-Extension survey of household food needs conducted at the Eau Claire Area School District's three lowest income elementary schools indicated that 25% of families responding were food insecure and 13% experienced hunger in the past year. Longfellow Elementary, in which 73% of its students are enrolled in free or reduced lunch, is currently involved in a "Weekend Back Pack" food program. Presently, about 160 students are taking home nutritious food on Fridays for weekend consumption. An increased number of ECC residents are currently seeking local assistance to acquire sufficient food. Daily participation in free or reduced school breakfast and lunch has increased 87% and 9%, respectively, from 1999 to 2005. The dramatic increase in school breakfast during this time period is mainly due to the increased number of sites offering the program. In 2005, 9,075 county residents participated in FoodShare, of which 45% were children. From 1999 to 2005, the percentage of ECC food stamp recipients increased 96% (UWEX Food Security Profile). Ethnic data reveals that 98% of Food Share patrons are Non-Hispanic/Latino. Racially, the majority (79%) of ECC FoodShare users are White. The percentage of minorities participating in the program include 9% Asian, 4% Black, 1% American Indian or Alaskan Native, 2% multi-race, and 5% unknown race (WI DHFS 2006 CARES

Report). Area food pantries, the Community Table and elderly meals sites also assist to increase county residents' food security. Few Hmong county residents were frequenting the local food pantry. So in 2006, Feed My People Food Bank, St. Francis Food Pantry, Hmong Association (HMAA) and WNEP partnered to increase Hmong pantry utilization. The initiative has seen an 84% (from 31 to 57 families) increase in Hmong patronage from program initiation to completion.

### **Nutrition and nutrition education needs of FoodShare recipients and other low-income residents of Chippewa and Eau Claire Counties**

The diet quality of young children is a major concern in Eau Claire County. From 2003 to 2005, Head Start nutrition assessments indicated an incremental increase in the percentage of overweight and obese children each year. In the 2005/2006 school year, 39% (50/127) of the children were at 85th percentile or greater weight/height. Of those 50 overweight children, 48% (24/127) ranked greater than 95th percentile weight /height. The 2006/2007 assessment results indicated a decrease in the percentage of overweight and obese Head Start children for the first time since 2003, with 29% (40/138) at 85th percentile or greater weight/height and 45% (18/138) of those overweight children ranked greater than 95th percentile weight/height. ECC adults lead this overweight trend. A recent ECC Behavioral Risk Factor Survey (BRFS) indicated that 55% of adults were overweight, with specifically 23% obese. Research links the lack of physical activity to the increased tendency for overweight issues. The 2000 Western Region BRFS revealed that only 14% of adults exercised 20 minutes or more at 50% aerobic capacity 3 or more times a week. US inactivity rates also tend to be higher for individuals in poverty. On average, food stamp participants (FSP) tend to have poorer quality diets, as measured by the 2005 USDA's Healthy Eating Index. These poor quality diets include consuming fewer than three meals daily; not eating breakfast (which has been linked to increased body weight); and, like most Americans, they are drinking less milk and substantially more soft drinks. WI Department of Health and Family Services data from 2002 also indicated that only 23% of Wisconsin adults ate the recommended 5+ servings of fruits and vegetables a day, while 36% ate 3-4 a day and 41% ate only 0-2 fruits and vegetables a day.

WNEP county partners identified the need for education to focus on increasing the following behavioral outcomes: basic meal planning and food preparation skills; vegetable, fruit and whole grain consumption; physical activity; and healthy food choice selection in sensible portions. The Early Childhood Environmental Rating Scale (ECERS) at 22 EC4T, EC Head Start, Preschool and Child Care Centers identified hand washing as an area that needed improvement. Partners also saw the need for the development of positive parent/child relationships at family mealtime. Food resource management and food security were also voiced as concerns by those agencies WNEP directly serves, as well as the Hunger Prevention Coalition. FoodShare participants' voiced many nutrition education needs parallel to those of cited by agency partners. In 2000, 67% of ECC survey respondents (313 respondents) from an EBT training indicated that they would like to learn more about stretching their food dollars. The top three topics respondents said they would like to learn more about included: getting more food for their money, planning low cost meals, and choosing food for good health.

### **Educational Projects planned for FY08**

**Preschoolers:** Programs at School Day Kindergarteners, 4 Year Old Kindergarten, Head Start Centers and Career Development Center (CDC) Alternative High School. Eat Fruits and Vegetables Every Day, Wash Your Hands, or Healthy Habits/Be Active Curricula will be team taught with staff at Head Start Centers, and kindergarten classes at Eau Claire Area School District and Augusta Schools.

Curricula range from 2-5 lessons each. Parents of young children will receive educational materials and suggested activities to encourage family behavioral changes. CDC Alternative High School students are taught nutrition lessons focusing on food and kitchen safety, fat in fast foods and sugared beverage consumption, labeling reading to select nutrient dense foods, and selecting food from the bottom of MyPyramid. Students use the knowledge gained to produce five cooking videos on Community TV.

**After School/Summer Program (including gardens for youth, 5 - 11):** WNEP will partner with 4-H to teach Food, Fun and Fitness after school programs at Longfellow, Lakeshore and Locust Lane Elementary Schools (73%, 50%, and 54% free and reduced lunch participation, respectively). Topics taught will include: balancing physical activity with the food we eat, food safety, label reading, and healthy food choices following MyPyramid. “Kids in the Kitchen” will be taught at Longfellow Elementary School after school and summer programs. Topics covered will include: food and kitchen safety, healthy simple meal and snack preparation, and choosing nutritious foods and beverages. WNEP will teach Kids’ Garden program at Longfellow Elementary School’s Summer Program; North River Fronts Park, EC’s lowest income neighborhood; and Bolton Transitional Housing, for families of abuse. WNEP will partner with the Extension horticulturist, Bolton and EC Parks and Recreation staff to teach the garden program. Hands-on learning will focus on simple food preparation, increasing fruit and vegetable consumption and physical activity. Parents will receive produce and recipes to increase household vegetable consumption.

**Parents:** At least two Fun Family Cooking Programs (4 classes/program) will be taught at Head Start and FRC’s rural outreach program to Fairchild’s parents of preschoolers. Parents will set personal, family eating, and household food spending goals. At each class, parents will prepare a portion of the meal with their children. Children will then prepare a healthy snack, while parents have an interactive nutrition lesson and complete the meal preparation. Families will eat the meal together. The partnering agency will promote the event, pay for the food, provide adequate daycare and staffing, and conduct a phone or face-to-face evaluation provided by WNEP with each family attending at least 75% of the classes. WNEP will also teach one time group classes and community event, walk-by education. Topics will include: budgeting within the Thrifty food plan; utilizing community resources to increase food security; planning and preparing low cost, healthy, quick meals and snacks; choosing foods from the bottom of MyPyramid most often; being physically active; and developing positive parent/child feeding responsibilities. Agency partners include: Head Start, Family Resource Center’s Rural Outreach, Beacon House for homeless, Hmong Mutual Assistance Association and ECC Housing participants.

**Job Centers and WIC:** Recipes and nutrition/cooking videos will be available to clients in the lobby. WNEP will coordinate with agency staff concerning group classes provided by WNEP throughout the year. Staff will then connect participants with available nutrition and food resource management offerings. WNEP will offer learn-while-you-wait nutrition education at WIC to increase fruit and vegetable consumption.

**Disabled Adults:** Multi-session group classes will be taught focusing on nutrition and physical activity at Lutheran Social Service’s Session Street Apartments. The clients have mentally health issues. In the summer, the teaching will focus around a garden that residents’ plant and harvest. Topics will include choosing healthy foods, increasing vegetable consumption, and increasing physical activity.

**Food Pantries:** Recipes and a food sample will be shared with pantry patrons focusing on the commodity foods they receive that month. WNEP will also select recipes to increase patrons' fruit and vegetable consumption.

**Food Security Programming Efforts Planned:**

WNEP staff will continue to support the mission and goals of the ECC Hunger Prevention Coalition (HPC). The ECC WNEP coordinator is co-chair of the Coalition. Bi-annually the HPC sponsors the ROWELL Poverty Simulation to increase awareness of ECC poverty and food insecurity.

A recent ECC United Way study indicated that there is a lack of awareness of community resources available to assist those in need. To increase low-income residents' awareness of community resources, the HPC expanded their resource directory in 2005 to include available dental, financial and employment services. In 2006, a Western District Innovative Grant was awarded to WNEP to distribute 50 color copies of the directory to 250 agencies serving those of need. The directory was also put on the ECC UW-Extension website in Acrobat Reader, so agencies could print additional copies. Email addresses were also obtained from the 250 agencies. This email list also functions as an avenue to provide information about seasonal or new assistance programs for the poor. Agencies can also be made aware of local food insecurity and poverty data through these means. In 2008, HPC will update the directory or partner with United Way to implement the "211 System". WNEP staff lead this project.

In 2006, the WNEP coordinator has teamed with ECC Human Services to create a poverty case study program to raise awareness of ECC poverty and food insecurity. Human Services and WNEP team-teach each class. The workshop has been requested and taught annually as requested. In 2008, at least five programs will be taught.

In 2007, WNEP took the lead in an ECC Poverty Task Force. The Task Force has written a project plan and identified the major ECC poverty issues. The group is currently writing issue papers for each of those poverty issues to identify available community resource accessibility, as well as gaps and barriers for those in need. An ECC Poverty Summit is planned for 2008 to garnish community input concerning strategies for each of the poverty issues. The ultimate objective is to create a community of support that enables all county residents to be successful within our economic, political, educational, social and cultural systems.

# **Plan for Food Stamp Nutrition Education in Columbia and Dodge Counties during fiscal year 2008**

## **Overview of Food Stamp Nutrition Education in Columbia and Dodge Counties**

The Wisconsin Nutrition Education Program began in 1995 in Columbia County, and Dodge County joined in 2000. UW-Extension and other human service agencies in both counties were looking for more resources for low-income persons, especially related to food and nutrition for families.

Traditional audiences for WNEP in Columbia and Dodge Counties have been parents of pre-school age children through group lessons with Head Start parents and family resource centers; and adults of all ages at food pantries and Job Centers. Education at Job Centers and food pantries has been through workshops and newsletters. A small number of learners are reached by working with developmentally disabled adults at sheltered workshops. A recently growing audience has been at schools in Dodge County with 50% or more of their students receiving free or reduced price lunch.

## **Characteristics of the low income residents in Columbia and Dodge Counties**

### Demographics of the Counties

According to the US Census Bureau, the 2005 population estimate for Columbia County was 55,364, which is almost a 6% increase from 2000. The 2005 estimate for Dodge County was 88,103, a 3% increase from 2000. In Columbia County, 98% of the residents are white, and 1% are black. In Dodge County, 96% are white and 3% are black. For ethnicity, 2% of Columbia County residents describe themselves as Hispanic, and in Dodge County, 3% are Hispanic. There has been a 150% increase in the number of Hispanic individuals living in Columbia County over the last 10 years, and a 200% increase in Dodge County's Hispanic population in the same time period.

### Food Insecurity in the Counties

There were 3916 FoodShare recipients in Columbia County in 2006, which is a 265% increase from 2000. In Dodge County there were 6013 FoodShare recipients in 2006, up 228% from 2000. According to 1999 data, the poverty rate in Columbia County is 5.2% (with 16.6% of the population having incomes below 185% of poverty); Dodge County's poverty rate is 5.3% (with 15.7% of the population having incomes below 185% of poverty.) The number of students eligible for free and reduced price lunch in both counties has been increasing in recent years. Certain elementary schools and charter schools have over or close to 50% of their students eligible for free and reduced lunch.

School-based food security surveys have been conducted in several communities in Columbia and Dodge Counties. More than one-fifth of families at Wisconsin Dells elementary schools, almost one-fifth of families in the Cambria-Friesland Elementary School and over one-quarter of families in the Rusch Elementary School were classified as food insecure. One-fifth of families at the Lincoln Elementary School in Beaver Dam are food insecure, including 8% of families that experienced hunger during the year. Based on the income reported by respondents, many families in these districts appear to be missing out on programs for which they qualify, particularly food stamps and free/reduced price meals.

## **Nutrition and nutrition education needs of Food Stamp Program recipients and other low-income residents of Columbia and Dodge Counties**

(The Directors of Public Health in both counties provided data about health priorities related to nutrition education, from the Wisconsin Behavioral Risk Factor System, 2001-2005, Department of Health and Family Services, Division of Public Health, Bureau of Health Information and Policy.)

Health Priority: Adequate and Appropriate Nutrition Generally, Columbia and Dodge County residents responded very similarly to other Wisconsin residents in terms of fruit and vegetable consumption. 85% of Columbia County residents eat fruit less than 1 time/day, compared to 78% for Dodge County residents. On an average day, only 17% and 21% of Columbia and Dodge County residents eat 5 or more servings of fruits and vegetables, compared to 22% of all Wisconsin residents.

Health Priority: Overweight, Obesity and Lack of Physical Activity Fewer Columbia and Dodge county residents (75% and 78% respectively) participated in physical activities or exercise outside of their regular job than state residents as a whole (81%). Fewer residents of the two counties are in a normal weight range than Wisconsin residents, and the percent of residents classified as overweight or obese is higher than the state as a whole.

The Dodge-Jefferson Healthier Communities Partnership has conducted focus groups with county residents and service providers. Key barriers identified include high cost of healthy food options, poor eating habits, including reliance on fast food, and high cost of workout equipment or gym memberships.

Conversations with food pantry staff, Head Start teachers and others who work with the target audience, have expressed concern about clients who do not know how to plan meals, and their need to learn how to prepare economical meals for their families.

### **Educational Projects planned for FY08**

**In School, Youth 12-17:** Multi-session lessons for middle school and high school students at the Beaver Dam Charter School will be conducted in several different classrooms. Topics will include balancing physical activity with food, eating more fruits and vegetables, learning about the connection between obesity, snack and fast food consumption, label reading and food choices.

**In School, Youth 6-11:** Multi-session lessons will be conducted in eligible classrooms at the Beaver Dam and Fox Lake elementary schools. Developmentally appropriate materials will be used to teach concrete nutrition concepts, such as classifying food by group, eating lots of different foods, and every day foods vs. sometimes foods.

**Preschoolers:** One-time groups will be conducted with a limited number of Head Start classrooms to teach simple nutrition concepts. Learning to try a variety of fruits and vegetables will connect to parent lessons on choosing and serving healthy foods to families. Newsletters will also be sent home with the Head Start children so that parents who don't attend parent meetings will receive information.

**Parents:** One-time groups at Head Start parent trainings, the Family Resource Center, and the Parent Resource Place will focus on topics related to feeding young children, managing food resources, and choosing healthy foods for the entire family. Multi-session groups using curriculum such as Raising Healthy Eaters may be conducted if agency staff is committed to recruiting and helping.

**Job Centers:** Workshops will be conducted at the Columbia and Dodge County(s) Job Centers on the importance of healthy eating to job performance and overall wellness. These will be considered one-time groups, since the participants vary monthly, and will include Money For Food and Healthy Eating. Learners at the Job Center include both single adults and parents who are food stamp eligible and looking for employment.

**Adult Education:** One-time groups will be conducted with clients of Central Wisconsin Community Action Council's transitional housing program. These participants do not live in a central housing unit, but are scattered throughout Columbia and Dodge Counties, so education will take place at CWCAC's pantries or offices. Topics will include budgeting for food, shopping strategies and making the most of one's money.

**Disabled Adults:** Multi-session groups will be held with disabled adults at Green Valley's sheltered workshop in Beaver Dam and Northwoods' sheltered workshop in Portage. These are adults who live on their own or in group-settings, and make their own decisions about food choices. Topics will cover making healthy food choices for lunch and snacks, and balancing food consumption with physical activity.

**Food Pantries:** Learn-while-you-wait education on improving dietary quality will be conducted at food pantries in the two counties. A quarterly newsletter and monthly ideas for using healthy seasonal foods or abundant donated foods will be provided to pantry clients. Sometimes food demos will be used to show clients how to use a particular food. Volunteers at the pantries will assist in this educational effort. Participants range from families to single adults, both young and old. Pantry volunteers have expressed a concern that many young clients don't have a lot of cooking skills, and need simple ideas of foods to fix.

**Gardens:** The Columbia County office team is considering an outreach/educational project with migrant workers at the Del Monte canning plant in Cambria. Using a garden as a focal point, nutrition, youth development and other program areas would like to foster a relationship with this group of workers, their families and the surrounding community. This project has not started yet but may be part of the FY08 activities.

### **Food security programming efforts planned**

#### Methods or activities planned to raise awareness of hunger/food insecurity

The coordinator will continue to present information to community groups and service organizations as requested.

#### Methods planned to compile data and assess status of food security

Free and reduced lunch data from schools in the county will continue to be monitored. Information on living wages and wages paid by local employers will help inform the WNEP coordinator, and may be useful to share with other inter-agency partners.

Plans to increase involvement of community groups in efforts to address food insecurity  
In both counties, there is an increasing need for volunteers to staff and support the homeless shelters. Training for these volunteers is on-going and a Poverty Simulation has been suggested as a tool to help these volunteers understand the challenges facing limited-resource families, and help them see the connections between work status, rent prices and food security.

# **Plan for Food Stamp Nutrition Education in Dane County during fiscal year 2008**

## **Overview of the Dane County Nutrition Education Program**

The Wisconsin Nutrition Education Program in Dane County provides community-based nutrition education to low-income audiences. Two programs, the Expanded Food and Nutrition Education Program (EFNEP) and the Food Stamp Nutrition Education Program (FSNE) are coordinated through UW-Extension in Dane County. For the past 37 years EFNEP has provided nutrition education to families with young children through home visits. In 1995 FSNE was combined with EFNEP to reach a broader audience. FSNE reaches food stamp eligible older adults, youth, single adults, and families through short-term educational programs in a variety of community settings. Due to the demand for programming, the Dane County unit has grown over the past ten years to a staff of eleven making over 20,000 educational contacts per year.

## **Characteristics of the low-income residents in Dane County**

### Demographics of Dane County

According to the 2000 census, the population of Dane County is 426,526. There are 173,484 total households, 29% with their own children under 18. The racial/ethnic breakdown of the households is as follows: White 89%; Black 4%; Asian 3.5%; and Hispanic 3.4%. Due to underreporting by undocumented immigrants the Latino population is actually projected to be twice what the census figures indicate. According to the Wisconsin Department of Health and Family Services, Hispanics are largest growing minority group (due to immigration and birth rates) in Dane County. Of the overall population there are approximately 50,000 with a disability. Of those 16 or older, 75% (256,180) are in the labor force. Nearly one-half (48%) of those are women.

The self-sufficiency wage for a single head of household with two children (one in childcare and one in public school) in Dane County is \$20.95 per hour or \$43,576 per year. The reality is that average yearly earnings for women are \$30,062, roughly \$9,000 less than their male counterpart. Because single women head 9% of the households in Dane County, their risk for living in poverty is dramatically increased. Housing costs further exacerbate the economic insecurity for low-income families in Dane County. Median rental rates of \$641 per month exceed the state average by \$100, forcing people to make difficult choices when it comes to budgeting and paying for the basic necessities. 30% of Dane County renters spend over 35% of their income on rent.

Over the past 15 years the number of low-income students attending school in the Madison Metropolitan School District has nearly doubled from 4,882 to 9,360 students. Since minority populations are more likely to live in poverty than whites, the numbers of low-income minority students constitute a large portion of the 9,360 students. An increasing number of Latino students enter school speaking Spanish as their primary language. The number of schools that qualify for WNEP education has also increased over the past 11 years, more recently including middle schools and as those children continue, high school programming cannot be far behind. The research on school meal participation, especially the low participation rate in school breakfast programs, will continue to drive the education that is offered in WNEP's partner schools.

### Food Insecurity in Dane County

The 2004 Dane County Food Security Profile indicated that of the 11,110 WIC participants, 49% of the households were food insecure and that 21% were food insecure with hunger.

The 2006 Hunger Close to Home report for Dane County indicated that 80,613 or 18.9% of the population live below 185% of poverty. 7% of the entire population and 15.2% of the child population received FoodShare in 2005, meaning that 29,669 people received the benefit last year. The number of individuals receiving FoodShare has increased steadily over the past two years from 25,980 recipients to 29,669 in 2005. That increase of 3,689 individuals represents an increase of 14%.

The most recent (2004) Hunger Prevention Council survey of 2,026 food pantry users provided an in-depth analysis of food insecurity issues facing low-income families and individuals in Dane County. The major findings revealed a much-increased (up 23%) use of and demand for food from 26 area food pantries since 2002. Most of the families (80%) reported an income below 185 % poverty level and 90% experienced food insecurity with and without hunger. While the majority of those surveyed qualified for FoodShare, only 32% of the families reported receiving the benefit.

### **Nutrition and nutrition education needs of Food Stamp Program recipients and other low-income residents of Dane County**

The overall health and wellness of children birth to four is a major concern in Dane County. Recent CDC and AMA figures showed that 11% of children in the WIC program, age 2-4 are overweight and that 15% of children age 6-19 are overweight with an additional 15% at risk of becoming overweight. Adults in Dane County lead this overweight/obesity trend in that 31% are overweight and 17% are obese according to the Department of Health and Family Services.

In 2005 the Dane County Family Living/WNEP Advisory Committee identified several food and nutrition related needs of low-income residents throughout the County. Advisory members told us that they were seeing an increase in the number of working poor families that had challenges in meeting their basic needs. Members formalized their client's needs around dietary quality, food resource management, and hunger and food insecurity. They noted that access and affordability of nutritious fresh foods was a problem. They also told us that having enough money for food was a struggle and that many families went without food.

The United Way of Dane County formed a Latino Advisory Delegation in Fall 2005 to look at the most important issues in the lives of Dane County Latinos. The Delegation was charged with conducting a series of surveys, assessments and listening sessions that would provide data for a comprehensive report on the state of Latinos in Dane County. The report, to be launched in June 2006, will include sections on employment and wages, and health and access to healthcare. Latinos with comparable education to non-Latinos earn about 75% of what their non-Latino colleagues earn. Access to adequate food and quality healthcare is obviously tied to economic security, which for Latinos is greatly compromised in this County. Nutrition education and food resource management education will emerge as needs in the report's recommendations sections. The increase in the Latino population will also guide the efforts of the bilingual youth nutrition educator's outreach to Spanish speaking classrooms and students.

## **Educational Projects planned for FY08**

**School Day:** Projects will include providing nutrition and food safety education at qualifying elementary and middle schools throughout the school year in eight to ten week multi-session groups with planning, teaching and evaluation support from principals and classroom teachers.\*

**After School:** Projects will include partnerships with Community Learning Centers funded by the Madison Metropolitan School District (MMSD) and coordinated by Madison School and Community Recreation (MSCR). Hands-on nutrition activities and cooking projects will be conducted three times a year, spring, summer and fall. The multi-session series runs for six to eight weeks with ongoing support from MSCR site supervisors and the Community Learning Center administrative team. \*

**Parents:** Health Clinic and food pantry projects will include learn-while-you-wait, single session and multiple session nutrition education, healthy lifestyle, physical activity and food resource management sessions for families with young children at Family Enhancement, School-Aged Parents program (SAPAR), Child Development Inc. (CDI), and the Early Childhood Initiative (ECI) at Allied Drive. The same educational programs will be offered at Joining Forces for Families (JFF) sites throughout the county, including those JFF offices that house food pantries. JFF teams are housed in low-income communities and provide information, office space and referrals to WNEP staff. \*

**Seniors:** Dining projects include monthly nutrition and food safety education at approximately 25 congregate meal sites throughout Dane County. Senior meal site staff supports these learn-while-you-wait and single session groups by planning, assisting and encouraging seniors to participate in the lessons. \*\*

\*Education also provided in Spanish

\*\* Education also provided in Hmong

## **Food Security Programming Efforts Planned**

In partnership with the Financial Education Center staff, WNEP will support the FoodShare outreach that occurs during Income tax filing season. The WNEP coordinator will serve on the Hunger Prevention Council's board assisting with assessing local needs, planning educational programs and guiding the direction of the council. FoodShare/ACCESS outreach efforts are being planned for the 2008 year at two area food pantries. The training and support needs of the outreach worker will be coordinated through and provided by WNEP staff.

## **Plan for Food Stamp Nutrition Education in Door and Kewaunee Counties during fiscal year 2008**

### **Overview of the Door and Kewaunee Counties Nutrition Education Program**

The UW Extension Wisconsin Nutrition Education Program (WNEP) began in 1992 in Door and Kewaunee counties to provide dietary quality and food resource management education to food stamp-eligible recipients.

Door and Kewaunee WNEP has strong relationships with the local food pantries, WIC, Head Start, Hispanic Resource Center, and Community Programs. The program continues to evolve as needs are identified and opportunities arise. Newsletters for Head Start parents and caregivers are provided monthly with educational sessions occurring throughout the year. Other notable changes include expansion of nutritional programming with the Boys and Girls Club and the Team Leadership Center in Door County thereby adding a population group not formerly targeted. The development of “Walk-Bys” into educational mini-sessions at both WIC and food pantries sites are popular with the food-stamp eligible population.

Because inactivity as well as poor eating patterns is contributing factors to obesity, the importance of physical activity is incorporated more frequently into the educational programming. Classes emphasizing the new food guidance system along with the importance of resource management spark increase interest in our educational programming. The two elementary schools in Sturgeon Bay participated in the food security survey adding to the increased awareness for WNEP.

### **Characteristics of the low income residents in Door and Kewaunee Counties**

#### Demographics of the Counties

Door County has a population of 27,961 according to the document “Hunger Close To Home” by Kadi Row. Kewaunee County’s population is 20,187. Few minorities other than the Hispanic population live in the two counties. According to the Hispanic Resource Center for Door and Kewaunee Counties, Hispanic population is estimated to be currently at 550 (2% of the total population) in Door County and 325 (1.6% of the total population) in Kewaunee County. The percentage of Hispanic learners in 2005 was 16% (559). The percentage of Hispanic learners over the last few years was 7% (464, includes Manitowoc County) in 2001; 14% (541) in 2002; 16% (648) in 2003; and in 2004, 18% (706). Additionally in 2005, 79% (2786) of the learners were white with 4% (127) American Indian.

#### Food Insecurity in the Counties

Door County’s overall poverty rate is 6.4% and Kewaunee County’s is 5.8%. The percent of population with income below 185% of poverty in Door County is 21.3% with 6.1% (1,696) people receiving FoodShare in 2005. While in Kewaunee County, the percentage of population with income below 185% of poverty is 17.8% with 5.4% (1093) people receiving FoodShare. It is estimated that 99% of the Hispanic population’s income is 185% below poverty. Child FoodShare participation rate is 13.4% in Door County and 9.6 % in Kewaunee County. Wisconsin Healthy People 2010, February, 2005 edition reports 8.8% of children ages 0 to 17 years of age are below the poverty level in Door and 5.7% in Kewaunee. The median income in Door is \$38,813 and in Kewaunee is \$43,824.

Additional data obtained from the “Hunger Close To Home,” February, 2006 shows state-wide approximately 540,000 people live in households that are food insecure - they do not have access at all times to enough food for an active healthy life. Almost one out of every eleven Door and Kewaunee County households is food insecure. In 2004, 44% of Wisconsin WIC families surveyed were identified as food insecure and 19% of the families were food insecure with hunger. Thirty percent said that in the last 12 months, they or another family member had cut the size of their meals or skipped meals because there wasn't enough money to buy food. Forty-two percent said they could not afford to eat balanced meals. Forty-five percent noted that the food they bought just didn't last and they didn't have money to buy more. The Wisconsin Food Security Profile for 2004 showed the number of monthly WIC participants in Door County to be 438. In Kewaunee County the number is 315. According to the state census information in 2002, 32% of WIC participants in Door County were food insecure with 9% experiencing hunger. In Kewaunee County 33% of the WIC participants were food insecure with 13% food experiencing hunger. Data obtained from the Wisconsin Food Security Profile also showed that Door County WIC served 752 individuals and 538 individuals in Kewaunee County during 2004.

In Door County the average daily participation in the school lunch program are 2,527 students with average daily participation at 24.7% (626 students) in the free or reduced price lunch program. In Kewaunee County the average daily participation in the school lunch program are 2,828 students with average daily participation at 16% (452 students) in the free or reduced price lunch program. Households with children experience food insecurity at more than double the rate of households without children. Percentage of children approved for free or reduced price lunch in participating schools was 19.75 % in Door County and 15.09% in Kewaunee County in 2004.

### **Nutrition and nutrition education needs of Food Stamp Program recipients and other low-income residents of Door and Kewaunee Counties**

The USDA Center for Nutrition Policy and Promotion, 2002 Report Card on the Quality of Americans Diets report 74% of Americans' diets need improvement. In 2004 only 23% of people age 18 and over consumed 5 or more servings of fruits and vegetables per day. Additionally, only 30% meet the dietary recommendation for milk and dairy products. The Consumer Expenditure Survey indicates in 2003 about 42% of the per capita expenditure for food was spent on food away from home resulting in Americans eating more than 1/3 of their food away from home. This is a concern because food obtained away from home tends to be higher in fat, saturated fat, sodium, and sugar and lower in calcium and fiber than food prepared at home according to the USDA. Data obtained from the Wisconsin Healthy People 2010 February 2005 edition revealed 62% of the population in the DHFS Northeastern region (includes Door and Kewaunee counties) are considered overweight with 23% obese. Contributing to the problem, food pantry staff and agency personnel indicate their clients want convenience foods because they don't know how to prepare food at home or don't want to cook.

The federal target for an overall adult obesity rate for 2010 is 15% according to the Wisconsin Healthy People 2010, February 2005 edition. The same report showed only 14% of the population in NE Wisconsin over the age of 18 exercise 20 minutes or more at 50% aerobic capacity. The target for Wisconsin is 30% by year 2010. Fifty-four percent of the population is

sedentary contributing to the high rate of obesity. Wisconsin's 2002 Behavior Risk Survey demonstrated inactivity rates are higher for individuals in poverty.

To further assess the needs of low-income families in Door and Kewaunee counties, key witnesses from partner agencies continue to report their low-income target population groups lack knowledge regarding recommended amounts of food from each food group for maximum health. Meal planning is another strategy families need to implement in order to improve nutrition and maximize food resources. In Wisconsin 54% of WNEP participants entering nutritional programs stated they never, seldom or sometimes use a grocery list and 54% say they never, seldom or sometimes plan meals ahead of time.

A national study of low-income households found that 76% of the households had a plan for spending, but only 34% reported that their plan was a written one. In Wisconsin, persons entering WNEP were asked if they used a spending plan. Of those asked, 32% stated that they never used a spending plan; 34% seldom or sometimes used a spending plan and 27% uses a spending plan most of the time or almost always. From a study conducted by WNEP in 2000, 64% of 5,404 food stamp recipients said that they would like to learn more about stretching their food dollars. From a list provided, the top three topics respondents said they would like to learn more about were: 1.) Getting more food for my money 2.) Planning low-cost meals and 3.) Choosing food for good health. Forty percent said newsletters are their preferred ways to learn about food and nutrition topics.

Another area of concern is the large percentage of illnesses resulting from improper food handling in the home. A 1999 survey of 1,000 U.S. households found 44% consistently forgot to wash their hands before preparing meals. Research also shows 82% of sink faucet handles are contaminated during food preparation, 60% of people do not wash the cutting board after cutting raw meat or poultry and before cutting fresh vegetables for salads.

As a result of the above needs assessments, the nutrition educational needs of low-income Door and Kewaunee County residents are clearly in the areas of dietary quality, food resource management, food safety, and balancing food intake with physical activity.

### **Educational Projects planned for FY08**

**In School:** New programming opportunities with at-risk high school students at the local alternative high school will be developed during FY08.

**After School/Summer School:** In conjunction with Door County Social Services and the Team Leadership Center, nutrition and physical activity education occurs during their summer camp program. Emphasis is on healthy eating and the importance of physical activity. Additionally, programming occurs at the Boys & Girls Club 3 to 4 times per year. Summer programming also includes teaching Hispanic elementary school-age children. Topics include healthy snacking with actual food preparation, food safety, and the promotion of eating fruits and vegetables.

**Preschoolers:** Teaching is held at Head Start for preschool children using multi-sessions in group settings. At the beginning of the school year focus is on the importance of correct hand washing with subsequent sessions focusing on MyPyramid. Two sessions are devoted to the

importance of eating breakfast. Parent newsletters are sent home with the child. Included in the letter is an activity the parent and child can work on together at home to help reinforce the lesson and to increase awareness to parents on the importance of healthy eating.

**Parents:** Parents at Head Start and Healthy Families receive multi-session classes as well as stand-alone educational opportunities. Emphasis is on food resource management with meal planning, the importance of balancing food intake with physical activity, and “Sharing the Food Task” curriculum. Monthly multi-sessions are planned with young Hispanic mothers served by the Door & Kewaunee Hispanic Resource Center. Curriculum includes “Healthy Kitchen” and MyPyramid. Food safety is taught throughout the program year.

**WIC:** Educational programs for pregnant women or mothers of young children at WIC clinics using one-on-one session are held at 8 times each month. Topics include MyPyramid, food resource management with meal planning, the importance of balancing food intake with physical activity and how to use the food guide pyramid to make healthy choices when eating out with food demonstration products. Food safety is taught throughout the program year.

**Disabled:** Educational programming for disabled and/or chronically mentally ill adults in community settings using the multi-session format will occur. Topics to include are actual food preparation while learning about the importance of nutritious meals and snacks, the importance of physical activity, and food safety.

**Food Pantries:** Educational programming for persons at food pantries using learn-while-you-wait and one-on-one methods. Adults with or without children and senior adults are the target at these locations which includes 9 sites each month. The learn-while-you-wait method often become little mini-sessions in groups of 3-7 people or even one-on-one. Balancing food intake with physical activity with the selection of fewer energy-dense nutrient-poor foods is the major emphasis due to the high rate of obesity. Food safety is taught throughout the program year. Nutritious, easy to fix recipes are demonstrated each time, often times utilizing the commodities offered at the pantry to encourage selecting the items and help teach participants how to fix it.

## **Plan for Food Stamp Nutrition Education in Douglas County during fiscal year 2008**

### **Overview of Food Stamp Nutrition Education in Douglas County**

The Wisconsin Nutrition Education Program (WNEP) in Douglas County began in November, 1994. The Douglas County Nutrition Education Program continues to have strong partnerships with the Superior School District, Head Start, Douglas County Health and Human Services, Northwest Wisconsin Community Service Agency (CAP agency) and Aging Resource Center. In the Superior School District there has been increased demand for programs in the K-5 classrooms and the number of visits to each grade will be increasing to meet that demand in FY08. As well, an additional elementary school in the Superior School District is income-eligible for NEP programs in FY08. One rural county school district, the St. Croix school district in Solon Springs, will receive limited programming to K-1 classes that are income eligible. The After School programming will be decreased after prioritizing our programs and because funding for the After School program is unsure. Head Start programming for parents continues to grow and programs will be increased to include some home-based and Early Head Start parents and children on socialization days. The Douglas County Health and Human Services has increased requests for programming with Well Women and Health Check clients as well as individual referrals from Public Health Nurses and Social Workers. Programs with the local CAP agency will grow with more time at the food pantry and some parent classes with the WIC Program. Programs with the Aging Resource Center have been decreased over the years based on program goals and client input. Adult education, multi-session classes and food preparation classes continue to be a focus in FY08 along with the growing school programming.

### **Characteristics of the low income residents in Douglas County**

#### Demographics of Douglas County

Douglas County has a population of 43,287. The 2000 census indicates that minorities make up 3% of the population with .6% Black, 1.8% Native American and .6% Asian. The median age of county residents is 37.7%. Residents age 65 and over make up 14.5% of the population and 76.4% are 18 years or older. In 2000, Douglas County had 20,356 households with an average of 2.4 per household. The median income was \$35,226 in 2005. The number of individuals living below the poverty line was 4,605 or 11% of the county population compared to 8.7% for the state of Wisconsin. The poverty rate for children in Douglas County was 13.3%, compared to 10.8% for the state of Wisconsin.

#### Food Insecurity in Douglas County

In 2005, there were 5,465 county residents receiving food stamps, or 12.6% of the population and 24.5% of children. Food Stamp participation increased 45.97% from 1999 to 2005. Other food security indicators include school breakfast, school lunch, and summer meal programs. The percentage of children in Douglas County approved for free or reduced lunch was 41.27% in 2005. The percent increase in school lunch participation was 11.78% from 1999 to 2004. There are four schools in Douglas County-all in the City of Superior-that have greater than 50% of their total enrollment who qualify for either free or reduced lunch. The percent of high poverty lunch sites that serve breakfast is 78%. There are several community efforts that address the food insecurity problem in Douglas County. Douglas County has a strong Summer Feeding Program with 18 feeding sites run jointly with the City of Superior Park and Recreation Department and the Superior School Food Service with an average daily attendance of 718 children. Douglas County has 6 food pantries with four located in the City of

Superior and three in various parts of rural Douglas County. Douglas County also has the Food Share program and two sites for free community meals.

### **Nutrition and nutrition education needs of Food Stamp Program recipients and other low-income residents of Douglas County**

There are many factors that exist in Douglas County that show a need for the Nutrition Education Program among Food Share recipients-youth and adult. The Douglas County poverty rate is 11% and the child poverty rate is 13.3%. The USDA's Healthy Eating Index scores that measure the dietary quality of Americans show a decrease in diet quality as the levels of education and income go down. According to the 2006 County Health Rankings, 61% of Douglas County residents are overweight and 22% are obese. According to the 2006 County Health Rankings, 86% of Douglas County residents consume less than 5 servings of fruits and vegetables a day. This is about 10% higher than the state of Wisconsin average. According to 2005 YRBS data Wisconsin youth intakes of fruits and vegetables are very low. Just 2% of Wisconsin youth reported having 5 servings of vegetables a day. Twenty-six percent of youth reported having no servings of vegetables and 17% of youth reported not having any servings of fruit. According to the 2006 County Health Rankings, 53% of Douglas County residents are inactive, 7% higher than the state of Wisconsin average.

### **Educational Projects planned for FY08**

**In School:** Teach dietary quality and food safety topics to K-5 in 4 elementary schools in Superior and K-1 in Solon Springs Elementary School.

**After School/Summer School:** Teach dietary quality and food safety topics to K-5 after School children in 2 elementary schools in Superior during school year and in summer school. Teach dietary quality topics to grades 4 & 5 in summer school in Superior Elementary school.

**After School/Summer School:** Teach dietary quality topics to K-5 children at 3 parks in Superior at Summer Feeding Program in form of a nutrition carnival.

**Parents:** Teach dietary quality topics to parents of preschoolers at Family Resource Center and to parents of Head Start, Early Head Start, and home-based children using multi-session classes that include cooking.

**WIC:** Teach dietary quality topics to parents on WIC pick up days using flipcharts and walk-by displays and at farmer's market using walk-by displays.

**Food Pantries:** Teach dietary quality topics to food pantry clients at Northwest Wisconsin Community Services Agency (NWCSA) with food samples using food pantry foods.

**Adult Groups:** Teach dietary quality topics to clients in NWCSA Transitional Housing Program, Center, Harbor House family shelter, Human Resource Center-Chemical Dependency unit, and Center against Domestic Violence shelter.

**Health Clinics:** Teach dietary quality topics to Well Women and Health Check clients and referrals from public health nurses and county social workers/case managers.

**Preschoolers:** Teach dietary quality and food safety topics to Head Start children in 2 centers in Superior and Brule Center.

**Senior Dining:** Teach seniors at 9 meal sites in Superior and rural Douglas County.

### **Food Security Programming Efforts Planned**

#### Methods or activities planned to raise awareness of hunger/food insecurity

No specific plans for hunger/food insecurity activities for FY08. There are several poverty simulations and Bridges out of Poverty planned for FY08 under the direction of Douglas County UW-Extension Family Living Educator. The Superior School District Food Service Director continues to work hard to get School Breakfast programs in all schools and has increased participation in both the breakfast program and the school lunch program. The Hunger Close to Home power point will be presented in the community.

#### Methods planned to compile data and assess status of food security

There is data compiled regularly at the main food pantries in the City of Superior that tell the number of food pantry visitors that are on Food Share Program. The total number of visitors to the food pantries is tracked at all food pantries in Douglas County.

#### Plans to increase involvement of community groups in efforts to address food insecurity

A community coalition-Anti-Poverty Action Coalition has been formed in 2007 that is looking at the whole range of poverty issues with homelessness and food insecurity being key issues. A wide variety of community partners are involved with hopes to go beyond poverty and food insecurity awareness to action. The Douglas County UW-Extension Family Living Educator and WNEP Coordinator have been involved in activities of the coalition and are a resource for the group.

## **Plan for Food Stamp Nutrition Education in Florence, Forest and Vilas Counties during fiscal year 2008**

### **Overview of the Florence, Forest and Vilas Counties Nutrition Education Program**

The Tri-County Nutrition Education Program in Vilas, Florence and Forest Counties began in 1997 when County Extension Committees supported the Family Living Agent to develop a program collaboratively with agencies in the counties to address the needs of their food stamp populations. Unemployment, underemployment and seasonal employment associated with a tourist and logging based economy in the three counties results in families needing food stamps at various times throughout the year to feed their families. The Nutrition Education Program provides these recipients with educational information so they can make transformational change to feed their families nourishing foods, to use safe food handling practices, and manage their food dollars to assure there is food for their families. In two of the three counties there are Indian Reservations which have high incidence of Diabetes. Thus we emphasize nutrition education for children and adults to reduce their risk for Type 2 Diabetes. We also reach the broader audience of food stamp eligible older adults, youth, single adults, and families through short-term educational programs in a variety of community settings. Nutrition educators are active on School Wellness Committees to address food security and dietary quality issues. Stakeholders are informed about programming efforts through reports provided on a quarterly basis and presented to Extension committees as well as agency department heads and school administration.

### **Characteristics of the low income residents in Florence, Forest and Vilas Counties**

#### Demographics of the Counties

Florence County –population 5088; 98.2% white, 0.2% black,0.4% American Indian, 0.3% Asian,0.1 some other race

Forest County- population 10,024; 85.9% white, 1.2% black, 11.3% American Indian, 0.2% Asian, 0.2 some other race

Vilas County – population 21033; 89.7% white, 0.2% Black, 9.1% American Indian, 0.2% Asian, 0.2 some other race

#### Food Insecurity in the Counties

Florence County poverty rate is 9.13%, the rate among children is 11.8%; 8 % (405) of the population receive food stamps; WIC serves 191 participants annually of which 29% are food insecure. In a recent research project to find out the food security status of local families with school age children 13% of families responding were classified as food insecure with 6% of those families experiencing hunger in the past year. Florence Schools have shown an increase in students receiving free and reduced lunch. Their poverty rate has also risen one percent since the 2000 census.

Forest County poverty rate is 13.1%, the rate among children is 16.9 %; 7.7% (773) of the population receives food stamps; WIC serves 633 participants annually of which 43% are food insecure. In a recent research project to find out the food security status of local families survey results show that 18% of school age children families responding are classified as food insecure with 9% of those families experiencing hunger in the past year.

Vilas County poverty rate is 8%, the rate among children is 11.5 %; 5.3% (1,108) of the population receive food stamps; WIC serves 730 participants annually of which 37% are food insecure. In a recent research project to find out the food security status of local school age families survey results from Vilas county schools show that 18% of families responding are classified as food insecure with 6% of those families experiencing hunger in the past year. This same project was conducted at the school located on the Lac du Flambeau reservation and the results show that 24% of the families responding are classified as food insecure with 12% of those families experiencing hunger in the past year. Research shows that food insecurity among children is linked to a variety of problems, such as lower test scores, increased absences and more frequent behavioral and health problems.

### **Nutrition and nutrition education needs of Food Stamp Program recipients and other low-income residents of Florence, Forest and Vilas Counties**

Vilas and Forest counties have about 10% Native American population. The method used to determine the nutritional needs of the Native American populations was the “Trends in Wisconsin Indian Health” study which was done in 1995, sponsored by the Great Lakes Inter-Tribal Council and funded by the Wisconsin Department of Health and Social Services, Division of Health. The leading cause of death among Wisconsin Native Americans was heart disease, followed by cancer, stroke, and diabetes. A health status survey of the Chippewa in 1990 found that 11% of men and 17% of women reported that they had diabetes. Native Americans are more than twice as likely to have diabetes as whites. The programming we do will focus on nutritional/lifestyle changes that would reduce the risk factors for those diseases.

The Vilas County Community Health Improvement Plan states that in 2000, the Vilas County hospitalization rate for CHD was 13 per 1,000 people, which is over double the State rate and almost twice the Northern Region rate. The hospitalization rate for diabetes was 1.8 per 1,000 people in 2000, which is above both the state and northern region rates. According to the American Diabetes Association, “about 90% of all people with newly diagnosed type 2 diabetes are overweight.” For overweight or obese individuals who have not been diagnosed with type 2 diabetes, decreasing body weight can prevent the development of type 2 diabetes. Vilas Public health has a priority to address the issue of Overweight, Obesity, and Lack of Physical Activity across all age groups in the county. One of their goals is to increase nutrition education and promote a healthy diet for adults and children. We will collaborate with them on the goal yet be specific to the intended audience of our grant.

Florence County data shows 9% of adults have Type 2 diabetes, and they are 25% above the state rate for age adjusted heart disease deaths. Only 45% of adults report being physically active and overall 36 % of men and 30% of women are overweight. 8% of students reported drinking 2 or more soda per day. Making healthy food choices and being physically active reduces one’s risk for diabetes. This is the message we intend to share with our targeted audience. The director of the Office on Aging has emphasized a need for families receiving home delivered meals to have a clear understanding of food safety.

Forest County is 33% above the state’s rate of heart disease deaths and hospitalizations for diabetes and stroke. Again, making healthy food choices and being physically active will be the message we will deliver to our targeted audiences in the county. Since the Sokaogon Chippewa

reservation is located in Forest County we will work with that community to address these issues as well.

### **Educational Projects planned for FY08**

**In School:** Classroom instruction will be done in grades Kindergarten through 5<sup>th</sup> grade in both Forest and Vilas counties. Florence County has grades PK through first grade that qualify for our programming. In Forest and Vilas County we will have a Native American emphasis to the new MyPyramid information. Florence County will present MyPyramid in a more traditional manner.

**After School/Summer School:** A summer program for youth in Florence County will be held over a four-week period meeting twice a week. This program will emphasize experiential learning activities which include preparing fresh vegetables from gardens they developed with help of Master Gardeners. They will learn some basic cooking skills as well.

**Preschoolers:** Nutrition education programming will be offered to preschoolers at HeadStart programs, and appropriate day care providers.

**Parents:** Nutrition education programming will be offered to parents on the Sokaogon Chippewa Reservation through individual counseling with families. In Florence County parents will receive nutrition education at playgroups and other group settings.

**WIC:** Nutrition education programming will happen monthly at the WIC clinics in all three counties for pregnant women and mothers of young children.

**Health Clinics:** Nutrition education programming will be offered to Native American parents at the Sokaogon Chippewa Reservation Health Clinic through individual counseling. Emphasis will be on understanding MyPyramid thus developing healthy eating habits and physical activity to reduce risk factors for Type 2 diabetes. We will also be at immunization clinics in both Florence and Vilas counties with emphasis on the new MyPyramid and developing healthy eating habits and physical activity.

**Senior Dining:** In both Vilas and Forest counties nutrition education will take place at senior congregate meal sites. Emphasis will be on understanding food safety issues and sound dietary habits through understanding the new MyPyramid and dietary guidelines.

**Food Pantries:** Nutrition education will be available at the food pantry in Florence County monthly. Emphasis will be on how to use/cook the foods given out through commodities. In Vilas County monthly brochures covering various nutrition topics will be given to each recipient. If time permits some food demonstration will occur.

**Home Visits:** Home visits will be occurring in both Florence and Vilas counties. In Florence it will be in collaboration with the Office on Aging and emphasis will be on food safety, dietary quality, and label reading. Vilas County will receive referrals from both social services and commission on aging to address assessed needs relating to nutrition and stretching food dollars. These will be for our targeted population only; each lesson will be tailored to the needs of that individual or family.

## **Food Security Programming Efforts Planned**

### Methods or activities planned to raise awareness of hunger/food insecurity

We plan to continue to use the “Hunger Close to Home” materials to share with civic groups, churches, and the media. We will continue to work with our grocery stores as they offer programs that provide support for food for pantries in the areas. “Hope for the Hungry” is a coalition made up of five counties including Florence, Forest, and Vilas. Work to raise awareness is part of the mission of that organization which WNEP is an active participant.

### Plans to increase involvement of community groups in efforts to address food insecurity

“Hope for the Hungry” five county coalition continues to assess where they might increase involvement in community. Each January they decide areas that they want to work on throughout the year. Vilas County will be working closely with their Rotary club which wants to address poverty in the area, we will be holding listening sessions with pantry recipients to discuss opportunities to support families and work with Rotary teams to develop support for limited resource families. Representatives from “Hope for the Hungry” are planning on attending the State Hunger Summit scheduled for October 4, 2007.

# **Plan for Food Stamp Nutrition Education in Fond du Lac and Green Lake Counties during fiscal year 2008**

## **Overview of the Fond du Lac and Green Lake Counties Nutrition Education Program**

The Fond du Lac/Green Lake unit began in Fond du Lac County in 1991 in response to agency requests for help with clients who had limited skills in food shopping and food preparation. In 1997, Green Lake County, an adjacent county, was added to the unit. This permits educational contacts with Green Lake's smaller population without added administrative costs.

## **Characteristics of the low income residents in Fond du Lac and Green Lake Counties**

### Demographics of the Counties

Fond du Lac County has a population of 97,296. The urban center and hub of services is the city of Fond du Lac with a population of 42,000. The population is 96% white. According to the 2000 Census, 5.8% of the population is considered "poor," earning less than the Federal Poverty Level (FPL), which was \$20,000 for a family of four in 2006. In addition, 16.5% of the population is "low income" earning less than 185% of the FPL. The percent of the entire population in the county receiving Food Share in 2005 was 7.1%. In Fond du Lac County, 6,886 people received Food Share in 2005. In Fond du Lac County, 13.8% of the child population received FoodShare in 2005.

Green Lake County has a population of 19,105. The county is rural with four main population centers; Berlin is the largest city within the county as there is no urban hub within the county. The population of Green Lake County is 97.8% white. According to the 2000 Census, 7% of the county population is considered "poor", earning less than the Federal Poverty Level (FPL), which was \$20,000 for a family of four in 2006. In addition, 21.2% of the population is "low income," earning less than 185% of the FPL. The percent of the population in the county receiving Food Share program is 5.9%. In Green Lake County, 1,353 people received Food Share in 2005. In Green Lake County, 13.7% of the child population received FoodShare in 2005.

Documentation from both Fond du Lac and Green Lake County Department of Health and Social Services show increased use of public assistance programs. In Fond du Lac County, in the last year, the number of individual caseload recipients using Food Share on January of each respective year was 4,212 in 2006 and 4393 in 2007, an increase of 181 users. (Source: <http://dhfs.wisconsin.gov/em/rsdata/agsbycy/fs-assistance>)

In Green Lake County, in the last year, the number of individual caseload recipients using Food Share on January of each respective year was 747 in 2006 and 1584 in 2007, an increase of 837 users. In addition to the growing use of FoodShare, the use of Medical assistance has increased at a significant rate as well. FoodShare users in both counties include households with children. Households with children experience food insecurity at more than double the rate of households without children. (Row, February 2005).

### Food Insecurity in the Counties

From the 2000 Census, 40% of the WIC households in Fond du Lac County reported being food insecure, with an additional 18% of households reporting food insecurity with hunger. Fond du Lac County has 7 food pantries. There are seven school districts in the county; 26.7% of the children in these schools are approved for free or reduced price lunches. This is an increase from 24% last year. From the 2000 WIC survey, 44% of the WIC households in Green Lake County reported being food insecure, with an additional 13% households reporting food insecurity with hunger. There are four school districts in the county; 25.6% of the children in these schools are approved for free or reduced price lunches. Green Lake County has 4 food pantries. In 2004, 3,393 individuals used the Green Lake County pantry, with 209 families being new in participation in the food pantry. From June to December of 2004, 395 families (consisting of 4 or more members) used the pantry.

### **Nutrition and nutrition education needs of Food Share Program recipients and other low-income residents of Fond du Lac and Green Lake Counties**

The Fond du Lac County Community Health Survey, completed in the fall of 2005, contains specific information related to nutrition and health concerns. In this random household survey, it was found that in households reporting an annual income below \$30,000, 31% reported their health was fair or poor. Additional findings from this economic group included engaging in physical activity less often, less likely to eat 2 or more servings of fruits and 3 or more servings of vegetables each day compared to households reporting incomes higher than \$30,000. In 2005, the three most often selected health issues facing their community were: obesity, lack of exercise or poor nutrition (61%), alcohol abuse (57%) or smoking (48%). Responses to a 2001 survey question on the number of times the respondents ate fast-food meals indicates 37% of the overall population eats a fast food meal a few times each week.

Agency staff in both counties report concerns about poor management of money for food, families are finding that Food Share is not able to meet their food needs and food pantries are being used to a larger extent. Food insecurity is growing. In addition, the observations of eating high fat, low nutrition snacks and regular consumption of soda are concerns that continue. Agency staff noted the need to have more education for families in the areas of managing resources so they have money for food as well as eating a healthful diet. The number of families who are receiving Food Share has increased in both counties, which includes children in the families. Reaching out to the families where they may be, to increase their knowledge of eating healthfully for their children, is a need.

An additional challenge in reducing poverty and food insecurity in both counties is the rising immigrant population. In both counties the numbers of individuals who are non-English speaking have been reported to increase by food pantry workers as well as have been active in our WNEP programming. The language and cultural barriers challenge the families who are trying to meet their nutritional needs.

### **Educational Projects planned for FY08**

**After School:** Either single session or a series will be targeted to youth ages 5 – 17 years of age at the following sites: Boys and Girls Club, Food Group (graduates from the Head Start, Independent Living, STAR program and Kids in Kitchen series), and Junior Master Gardner.

Topics to address, but not limited to will include: eating fruits and vegetables, hand washing, food safety, food label reading, measuring skills, eating a balanced diet, MyPyramid.

**Parents:** Learn While You Wait sessions for monthly Parents as Teachers events will be targeted at Family Resource Center, Head Start and Boys and Girls Club families. Multiple sessions will be targeted at young adults (ages 18 – 24) involved with the ADVOCAP Fresh Start program. Multiple session programming for Family Resource Center participants, WIC participants and Social Services clients will be provided using the Sisters in Health Curriculum, targeting Hispanic and English speaking families. Either by single session or a series of sessions and educational outreach methods, using parent meetings and newsletters, pre-school children and their families (parents and caregivers) will be targeted at Head Start programming locations. Topics planned but not limited to include: hand washing, food safety, MyPyramid and parent/child food preparations, food resource management, eating a balanced diet, increased vegetable consumption and increased diet quality through food preparation sessions.

**Job Centers:** Single sessions will be targeted at adults receiving Food Share certification or recertification training at the Job Center and Food Share office. Topics planned but not limited to will include: Money for Food Curriculum, Shopping Strategies skill development, meal planning and MyPyramid.

**WIC:** Learn-While-You-Wait education and WIC-issued newsletters to pregnant women or mothers of young children at WIC clinics. Topics planned but not limited to will include: My Pyramid, Food Safety, Farmer's Market, Grocery Shopping Tips, and Eating More Vegetables.

**Gardens:** Educational programming in collaboration with Master Gardeners, Salvation Army and Boys and Girls Club will be done through a series of lessons targeted at youth ages 8 – 17 years of age and their families as well as newsletter inserts into summer meal programs with the Salvation Army. Topics planned but not limited to will include: Food Safety, Hand washing, label reading, eating more vegetables, MyPyramid, and Diet Quality through limited food preparation sessions.

**Disabled:** Single session educational programming will be targeted at disabled or chronically mentally ill adults at day treatment centers: Fox River Industries, and Friendship Center. Topics planned but not limited to will address: food safety, Food Resource Management and Diet Quality through limited food preparation sessions and cooking with commodities.

**Food Pantries:** Educational programming for individuals working with emergency food pantries and free meal sites addressing food insecurity. Diet quality programming through food preparation sessions for food pantry and commodity users. Learn-While-You Wait, single session groups and educational outreach will be utilized. Topics planned, but not limited to will include: Food safety, eating a balanced diet, diet quality of food pantry foods and MyPyramid.

**Other Adult Groups:** Educational programming will be targeted to individuals involved with ARC Transitional program, individuals who are residing at temporary housing: Bethany House and Independent living, and individuals participating in AODA or similar recovery/treatment programs: Berry House. Single sessions will be used. Topics planned but not limited to will

include: food safety, food resource management, eating a balanced diet, Diet Quality based upon MyPyramid

**Home Visits:** Educational programming for families or individuals in their homes. One-on-One teaching for a series of lessons. Topics planned but not limited to will address food resource management skills and increased diet quality through food preparation sessions and federal food safety programming.

### **Food Security Programming Efforts Planned**

#### Methods planned to raise awareness of hunger/food insecurity

WNEP in Fond du Lac participates in the county Food Provider Network. The mission of this collaboration is to coordinate resources through communication. A Food Provider Network established in Green Lake County to better coordinate resources through communication there will continue to be nurtured as it builds relationships and establishment. These two hunger consortiums will collaborate with the state consortium as possible.

The localized publication, “Hunger Close to Home” and “Customized Food Security Profile” will be shared and discussed with the partner agencies in the two counties as well as the local government stakeholders.

Educators will provide knowledge and skills needed to help families and individuals better manage their food resources. Educational programs that teach family members grocery shopping skills in the areas of list making, meal planning and grocery store marketing of products will help families apply these skills to help make a difference in the diets of the participating families.

#### Methods planned to compile and assess status of food security

Investigate the possibility of implementing the Wisconsin Food Pantry Users Survey in the two counties as well as work with the county food pantries to assess the level of food insecurity being expressed by pantry users. Results will be shared with the Food Provider networks in the counties as well as the WNEP stakeholders.

# **Plan for Food Stamp Nutrition Education in Grant County during fiscal year 2008**

## **Overview of Food Stamp Nutrition Education in Grant County**

The WNEP program was begun in 1998 after the Family Living Agent identified nutrition education for FoodShare eligible families and individuals as a need in Grant County. The program has grown from a primarily adult audience to now include youth in four schools. Adult audiences now include senior citizens, developmentally challenged adults, adults working on their GEDs, and women in a shelter for abused families. The program added a 50% nutrition educator in January 2003, and increased her time to 70% in October 2003 and then to 80% in October 2004. Formal reports are annually made to the Grant County Agriculture and Extension Committee on efforts of the program and in a written report to the County Board of Supervisors.

## **Characteristics of the low income residents in Grant County**

### Demographics of Grant County

The population of Grant County is 49,362 people, with 98% being white. Grant County has a higher percentage of people aged 65 and older (15%) than Wisconsin as a whole and a lower percentage under 18. It is a rural county with a population density of 43 people per square mile and experienced a low (0.7%) growth rate in the last decade. In 1999, Grant County had a poverty rate of 11.2%, higher than the 8.7% state average. The child poverty rate is 12.6%, also higher than the Wisconsin rate of 10.8%. Sixty percent of the women in the county are working; 23% of the mothers with school age children are working. Census data shows the cities with the highest number of poor individuals are Boscobel and Platteville (a college town). About one-half of the county's food stamp eligible population is actually enrolled in the program, 2,734 individuals. Participation in the free and reduced school lunch program, among eligibles, has improved to 79%. Three of the county's ten school districts do not participate in the federal School Breakfast Program. Three school districts have elementary schools with participation in the free and reduced lunch program over or near the 50% level.

### Food Insecurity in Grant County

Hunger and food insecurity are real problems for Grant County families. Using the statewide food insecurity rate of 9%, Grant County has 1661 households that have uncertain or limited access to food. Nearly one quarter of the households in Grant County have annual incomes lower than \$20,000, with the per Capital Income being \$16,764, well below the national average of \$21,857. Poor households are more likely than others to struggle to meet their basic needs. 18% of the families headed by a single mother are below the poverty level; 26.5% of the families headed by a single mother and having children under 18 years are below the poverty level; and 36.4% of the families headed by a single mother and having children under 5 years are below the poverty level.

Grant County WIC does an exceptional job of outreach to low income families. The food insecurity rate for WIC clients is 20%, less than half the statewide average of 44%. Participation in the FoodShare Program is increasing—from 3.9% of the population (1,909) in 2002 to 5.51% of the population (2,720) in 2005. The percentage of children participating has increased from 7.4% to 10.85% in those same years. A new food pantry in Patch Grove has served as many as 65 households, clearly showing an increased need in the county.

## **Nutrition and nutrition education needs of Food Stamp Program recipients and other low-income residents of Grant County**

Grant County was included in a 2001 community needs assessment done by the Southwestern Wis. Community Action Plan, Inc. which identified a continuing need to provide nutrition and nutritional education support programs to the four counties in the southwestern corner of the state. A 2002 survey of 1425 individuals for the Grant County Health Services Analysis listed parenting skills, encompassing poor nutrition and lack of exercise and obesity, as one major area of concern.

The USDA Center for Nutrition Policy and Promotion reports that only 10% of adults in the U.S. have diets rated as “good,” 74% “need improvement,” and 16% are “poor.” Well-educated adults typically have better diets. Over half of the adults in Grant County have only a high school education, or less, making the probability that their diets “need improvement” greater.

In Wisconsin, approximately 800 low-income persons entering WNEP in 2005 were asked about their current health behaviors and practices. When asked if they serve more than one kind of vegetable to their families each day, 58% of respondents said they do this sometimes, seldom or not at all. When asked if they choose whole grain bread instead of white bread, 65% of respondents said they do this sometimes, seldom or not at all. When asked if they choose fat free or lowfat milk instead of whole or reduced fat milk, 56% said they sometimes, seldom or never do this. When asked if they think about healthy food choices when deciding what to feed their families 47% said they do this sometimes, seldom or not at all. When asked if they use the “Nutrition Facts” panel on food labels to make food choices, 85% said they do this sometimes, seldom, or not at all. When asked if they are active doing things like walking, gardening or heavy housework for at least 30 minutes most days, 38% of respondents said they do this sometimes, seldom or not at all.

The working poor have difficult challenges in providing nutritious meals for families. Children of working mothers tend to have lower overall diet quality. Children of working mothers are more likely to skip breakfast, rely more on away-from-home food sources, and spend more time being inactive.

Grant County’s elderly population of about 7585 is a part of over 27% of the households in the county. The Center on Aging serves an average of 227 lunches at 12 meal sites and delivers an average of just fewer than 187 meals to homebound seniors daily. WNEP staff provides some of the WI DHS required nutrition education. Topics covered include dietary quality and food safety.

### **Educational Projects planned for FY08**

**School Day:** Educational programming for elementary school age youth in four schools, during school day. Programming will be a series of nine lessons per classroom and information to parents. WNEP staff will serve as a resource for information on healthy choices to school Wellness Policy Committees.

**Preschoolers:** Educational programming for preschool children at two Head Start classrooms throughout the year. Newsletters will be sent home to parents.

**Parents:** Educational programming for parents of children via newsletters. WNEP staff will contribute to school district newsletters, promoting physical activity, healthy snacks and the School Lunch and Breakfast Programs.

**Job Centers:** Educational programming for adults and families working with the FoodShare office. WNEP will provide “Tip Sheets” to be distributed to clients.

**WIC:** Educational programming for pregnant women and mothers of young children at WIC clinics. Learn-while-you-wait displays and newsletter contributions will be used.

**Health Clinics:** Educational programming for families who attend health checks scheduled through the Grant County Health Department. Teaching will be to individuals on a dietary quality topic related to a state-wide evaluation project.

**Disabled Adults:** Educational programming for disabled adults at a sheltered workshop and at a semi-independent apartment complex. Programming will be done with multi-sessions groups and with newsletters.

**Senior Dining:** Educational programming for older adults at senior dining sites, through newsletters, and through food safety flyers sent with home delivered meals. Food Share outreach will be continued.

**Food Pantries:** Educational programming for persons at eight emergency food pantries. Programming will be learn-while-you-wait sessions or via newsletters. Food Share outreach will be continued.

**Adult Ed Programs:** Programming for adults participating in Adult Education classes at three different locations in the county. Most programming will be single session groups.

**Sheltered Housing:** Educational programming for adult women who are residing in a temporary shelter. Because participants move often, programming will be designed for single session groups.

**Home Visits:** Educational programming for families or individuals in their homes. One-on-one teaching for a series of lessons. Referrals will come from the Health Department, Unified Counseling, etc.

### **Food Security Programming Efforts Planned**

#### Methods planned to raise awareness of hunger/food insecurity

WNEP staff will continue to distribute the Grant County Food Resource Guide and to promote the Giving Garden project. Poverty Simulations will continue to be facilitated by WNEP and the Grant County Hunger Coalition to interested agencies, school districts, etc. Staff are available to speak to community groups about poverty in Grant County.

#### Methods planned to compile data and assess status of food security

Nothing is planned but this program will cooperate with any agency desiring to compile data.

Plans to increase involvement of community groups in efforts to address food insecurity  
Grant County WNEP staff are members of the Grant County Hunger Coalition. The goal of the Coalition is “to alleviate hunger, food insecurity, and the effects of poverty in Grant County through education, coordination, advocacy and service.” Staff are interested in taking part in any School Breakfast Promotion project offered.

# **Plan for Food Stamp Nutrition Education in Iowa County during fiscal year 2008**

## **Overview of Food Stamp Nutrition Education in Iowa County**

The Iowa County Wisconsin Nutrition Education Program (WNEP) began in 1997 in response to the need expressed by community agencies for nutrition education for their limited income clients. These agencies were eager to be able to provide additional nutrition education to their limited income clients and therefore support the genesis of WNEP. This past year the WNEP program has worked in partnership with seven agency's and over twelve organizations or groups. WNEP shares educational information regarding nutrition, food safety, or stretching food dollars with clients of these agencies. Changes that Iowa County is seeing in the WNEP programming are as follows. The obesity awareness has given WNEP an opportunity to talk with folks about making healthy food choices, balancing food with physical activity and portion sizes. Iowa County now has a Free Community Health Clinic that we will be working with regard to providing nutrition information. The Reproductive Health Care Center has also moved into the same space that the Free Clinic occupies. WNEP will be reviewing how we can partner with these two organizations. Southwest Technical College has a Family Literacy Program they are implementing in Iowa County. We are looking for ways to incorporate nutrition, food safety, and stretching food dollars into the literacy program.

## **Characteristics of the low income residents in Iowa County**

### Demographics of Iowa County

Iowa County is a rural county with 22,780 people according to the 2000 census. Of the county's total population 13% are age 65 and over, 59.6% are between the age of 18 and 64, age 5 to 17 are 20.6% and age 5 and under are 6.4%. The populations that the WNEP program currently focuses on are the senior population and families with young children.

Whites make up the majority of the population with 98.7% and Asian at .3%. Hispanic or Latino population is .3%. The Iowa County Health Department, WIC Program, WNEP and the Head Start Program have seen an increase in the number of Latino's requesting their services. We believe our Latino population has increased. They are a hidden population with most of them working in farm settings. WNEP has seen an increase in the quantity of Spanish materials needed to serve our clients.

The median family income is \$49,972. The median household income is \$42,518. The median earnings –female full-time, full year worker is \$23,762. The percentage of families headed by single mothers is 6.4% of the population. Iowa County's self-sufficiency wage is \$13.10 per hour, which equates to \$27,248 annual income. The median earnings –male full-time, full year worker is \$31,234. Individuals living below the poverty line are 7.3%. There are two pockets of poverty that have a 10.8% and over rate. These areas are Mifflin and Linden townships, and Ridgeway and Waldwick townships. The Rewey and Linden senior nutrition centers serve folks located in the first area of concern. Ridgeway has a low-income housing unit that serves folks in the second area, but there is no senior nutrition site in the Ridgeway and Waldwick townships. However there is a food pantry located near these townships that serve these communities. There is no public transportation. And 4.5% of the counties households have no vehicle for transportation. Since transportation maybe an issue for folks, WNEP travels to the communities.

### Food Insecurity in Iowa County

The median monthly cost of renting is \$502. There are 13.3% of the renters paying at least 35% of their income in rent. This indicates that we need to provide education on stretching food dollars.

In 2002 WIC clients were surveyed regarding their food security. It was found that 37% of those completing the survey were food insecure. And 12% of these some folks told us there was hunger in their situation. WNEP has a presence at the WIC clinics providing food security and nutrition education.

In 2005 the county had 1525 total participants in the Food Stamp Program. This is 6.7% of the counties population. Yet we know that in 2000 the county had a poverty rate of 7.3%. WNEP will continue to provide information to folks regarding community food security programs. County residents 65 and older have a poverty rate of over 12%.

Highland Elementary School food security status survey project reveal the following. Seven percent (7%) of families that responded to the survey are classified as food insecure, based on their responses to a series of questions. Survey results also showed that 39% of families responding are poor or near poor (that is, they have income below 185% of the poverty line). Based on the reported income and household size 41% of the respondents would be eligible for free and reduced price school lunch program. And 14% appear to be eligible for the Food Stamp Program.

Pecatonica Elementary School food security status survey project revealed the following results. About one-sixth (16%) of families that responded to the survey were classified as food insecure, based on their responses to a series of questions. This includes 10% of families that experienced hunger in the past year. Although we cannot make precise comparisons to statewide rates, food insecurity appears to be a bit higher among Pecatonica Elementary School families who responded to the survey, than among all families with elementary school children statewide. Survey results also showed that 37% of families responding are poor to near poor (that is, they have incomes below 185% of the poverty line). Based on reported income and household size 40% of the respondents are eligible for the free and reduced price school lunch program. And 15% appear to be eligible for the Food Stamp Program.

According to the 2004 Community Needs Assessment for Low Income Persons in Grant, Green, Iowa, Lafayette and Richland Counties report that was prepared by Southwest Wisconsin community Action Program (SWCAP) 2,256 individuals are living below the 125% Federal Poverty Level in Iowa County. A little over 46% of the jobs in Iowa County are poverty wage jobs. In 2005 there were 646 annual participants in the WIC program.

### **Nutrition and nutrition education needs of Food Stamp Program recipients and other low-income residents of Iowa County**

Because of the discrepancy that we are seeing in the school surveys between those that appear to be eligible for Food Stamps and the free and reduced price school lunch program, and the actual participant's educational awareness of community programs to improve food security is needed. SWCAP Preschool Head Start curriculum includes a different food group being covered each month. The Head Start program has their parents complete a Parent Interest Survey. The items

that scored high were menu planning, nutritious snacks and stretching food dollar ideas. The Needs Assessment Survey indicated one persisting problem – lack of food and they wanted to learn about nutrition. WNEP did a Tell Us What You Think survey in the COA News & Views monthly newsletter. Respondents to that survey indicated they wanted to learn more about choosing a healthful diet. The participants at the nutrition centers were asked to check the topics of interest to them. Choosing/preparing food with less fat and sugar was the top choice. Choosing a healthful diet and eating plenty of fruits and vegetables were the next two choices. And shopping for food is the last of the top four topics. Compilation of Seniors United for Nutrition (SUN) 2006 participant registration forms reveal that only 46% (208) of the respondents have five or more servings of fruits, vegetables or juice a day. There were 8% (37) of the respondents indicated that yes they do run out of money for food. Based on the national obesity epidemic WNEP sees the need to educate folks on balancing food intake and physical activity as well as food portion sizes.

### **Educational Projects planned for FY08**

**In School:** WNEP will provide multi-session MyPyramid teaching lessons at the Arena Elementary School grades Kindergarten through 5. An educational parent packet will be sent home with information of dietary quality, food safety, stretching their food dollars, or food security.

**Preschoolers:** Head Start. WNEP will read a nutrition related story to the children and provide an educational activity in the classroom about seven times a year. Educational packets of dietary quality, food safety, stretching their food dollars, or food security will be sent home to the parents. Head Start classrooms are in Arena, Dodgeville, Linden, Lone Rock, and Mineral Point. The primary audience is families with children. Head Start will distribute the quarterly Food \$ense newsletter. WNEP may also provide an educational station at Parent Activity Nights.

**Parents:** South West Technical College (SWTC) Family Literacy Program/Basic Education classes. WNEP will provide the Food \$ense newsletter for distribution at SWTC quarterly. WNEP will provide educational session on money for food or nutrition three times for the Family Literacy Program participants. Primary audience families with children.

**Parents:** Iowa County Department of Social Services (DSS). The Economic Support staff will distribute the Food \$ense newsletter provided by WNEP quarterly to the clients that come into the office. Primary audience is families with children. The WNEP educator will partner with DSS when they do their annual Energy Assistance outreach and provide nutrition education learn while you wait display or presentation for the older adults in attendance

**WIC:** WNEP will have complimentary or other nutrition/food safety topics learn-while-you-wait displays at the Dodgeville and Mineral Point WIC clinics. Educational handouts on the topic of the display message will be given to WIC participants by the WNEP educator. WNEP will also distribute the Food \$ense newsletter quarterly at the clinics. Primary audience is families with children

**Health Clinics:** WNEP will provide the Iowa County Health Department with the Food \$ense newsletter quarterly for them to distribute. The primary audience would be families with

children. They will also refer low-income, high-risk pregnant moms to WNEP when the participant is willing and needs nutrition education. WNEP will provide educational materials on nutrition and food safety. The primary audience is pregnant moms.

**Health Clinics:** WNEP will provide nutrition fact sheets and Iowa County WNEP brochures to be available to the Community Connection Free Clinic for distribution to the clients they are serving.

**Senior Dining:** The SUN program nutrition centers in Arena, Avoca, Blanchardville, Dodgeville, Highland, Linden, Mineral Point and Rewey will be presentation sites for the WNEP educator. Information on nutrition, food safety, or stretching their food dollars will be shared with those at the meal site and home delivered meals. Primary audience is older adults. Visits will be quarterly or every other month.

**Senior Dining:** WNEP will provide educational information for the senior groups that meet in Hollandale and Barneveld. The information shared will be on the following dietary quality, food safety, or stretching their food dollars.

**Food pantries:** The Barneveld, Blanchardville and SWCAP pantry in Dodgeville will distribute the Food Sense newsletter quarterly that is provided by WNEP. The Spring Green pantry will see the WNEP educator six times a year with ideas and food samples on preparing healthy foods using food pantry commodities and information regarding community programs to improve food security. The Muscoda pantry will see the WNEP educator four times a year and will provide the same services that the Spring Green pantry is receiving. Primary audience is families with children.

**Other Adults Groups:** Commission on Aging (COA) and low-income housing units. Primary audience is older adults. WNEP will provide a monthly article on dietary quality, food safety, or stretching your food dollars for the COA News & Views newsletter. The WNEP educator will provide the Food Sense newsletter to the Benefits Specialists for distribution to residents of the older adults low-income housing units, SUN meal sites, senior groups and home visits. The housing units are located in Arena, Avoca (2), Dodgeville, Highland, Linden, Mineral Point (2) and Ridgeway. The SUN locations are listed above.

**Other Adult Groups:** WNEP will provide educational information at the following senior housing units; Mineral Point Fair Street Apartments, Avoca Village Green, Dodgeville Dodge Villa. The educational messages will be on dietary quality, food safety, or stretching their food dollars.

### **Food Security Programming Efforts Planned**

#### Methods planned to raise awareness of hunger/food insecurity

The WNEP educator will continue to be a member of the Iowa County Hunger Task Force. The educator will continue to offer the Poverty Simulation to groups who are interested in the county.

#### Methods planned to compile data and assess status of food security

The poverty simulation evaluation form will be used when conducting a simulation. The need for food at the pantries to serve those in need will be our assessment of food security. The number of folks participating in the free Thanksgiving and Christmas Day meals will be our data compiled and our assessment tool. The number of folks using the Winter Wear for Folks, We Care and the Community Connections Free Clinic will be good assessment tools to use with regard to folks being able to stretch their food dollars and food insecurity.

Plans to increase involvement of community groups in efforts to address food insecurity

The WNEP educator would like to do some follow-up with the five elementary schools regarding their free - reduced price school meal program and to improve their enrollment in school breakfast.

# **Plan for Food Stamp Nutrition Education in Iron County during fiscal year 2008**

## **Overview of Food Stamp Nutrition Education in Iron County**

The Iron County Nutrition Education Program began in December 1995 and continues to address the need for nutrition education among limited resource families in Iron County. Since the inception of the program we have taught to a wide variety of residents who receive food stamps or are food stamp eligible. Over the years, however, our education has become more focused on youth. We have an excellent opportunity to provide them with education about making wise food choices during their formative years. Teachers in the Hurley school system eagerly embrace our project goals, prepare the students for our teaching, review the lessons with their students, and provide additional education between WNEP visits. Nutrition education in Iron County is imparted mainly through group lessons, as well as staffed walk-bys. We have found this to be the most efficient use of our time. We do limited one-on-one visits, mostly for the purpose of educating on resource management. A monthly menu back newsheet reaches each family in the Hurley School District. Iron County Integrated Family Services serves as an advisory group, reviewing the work of the project and suggesting content, methods for future work and potential collaborations. Our work in the Iron County office of UW-Extension is done under the leadership and supervision of the Iron County Board of Supervisors Extension Education Committee. We report to IFS members each month and to the Extension Committee quarterly. WNEP updates are also included in each quarterly addition of the "Extension Connection", a newsheet that is sent to each member of the Iron County Board of Supervisors.

## **Characteristics of the low income residents in Iron County**

### Demographics of Iron County

The median age of citizens in Iron County is 45 years, almost ten years older than both the national and state median. Only 19.4% of the population is under age 21, with 23.2% being age 65 and over. More than 98% of Iron County's population is white; there are representatives of other ethnic groups, most predominantly Native American (0.6%). More than 21% of non-elderly adults are disabled.

### Food Insecurity in Iron County

The median household income in Iron County is \$29,580 (Wisconsin: \$43,791). Iron County is the second lowest county in the state in average earnings per job (Iron: \$19,257; state: \$30,006). 11.2% of Iron County individuals are below the poverty level (state: 8.7%). The child poverty rate is 15.1% (state: 10.8%) and the elderly rate is 10.61% (state: 7.43%). Almost one-third of Iron's population falls within 185% of poverty.

The food insecurity rate among WIC clients is 43%, with the hunger rate being 17%. 6.9% of the general population and 14.7% of the child population in Iron County receive food stamps. This is a 33.7% increase in the general population and a 57.9% increase in the child population (to 6<sup>th</sup> highest in the state), from 1999 statistics. It is estimated that only about 60% of the general population and about 50% of the senior population who are eligible actually receive food stamps. WIC participation is down 4%, though virtually all Iron County residents eligible for WIC receive benefits. 50% of schools in Iron County offering a school lunch program are considered high poverty; all of the high poverty sites serve breakfast.

The unemployment rate of Iron County residents was 10.3% for February 2007, compared to a Wisconsin unemployment rate of 5.9 % and a U.S. unemployment rate of 4.9% during the same period of time. Iron County had the highest unemployment rate of the 72 counties in Wisconsin in both January and February, 2007

### **Nutrition and nutrition education needs of Food Stamp Program recipients and other low-income residents of Iron County**

Iron Co. residents have a higher incidence of breast cancer, cerebrovascular disease (stroke), diabetes, heart disease, infant mortality, & pneumococcal infections than do residents statewide. The Iron County diabetes rate is 14%, 8% statewide. Age-adjusted rate for heart disease in Iron Co. is among the highest in the state, 193.3 (statewide: 162.4). Stroke mortality rate is 104/100,000 people, 69 statewide. Total hospitalizations of Iron County residents are more than five times the state rate, at 78 hospitalizations per 1,000 population, compared to 14.5 hospitalizations per 1,000 people statewide.

In the northern district of Wisconsin 24% of adults are characterized as obese (21% statewide). 12% of adults in this district get regular, vigorous exercise (14% statewide). All of these life-threatening conditions are modifiable, to a greater or lesser extent, by improved nutrition.

### **Educational Projects planned for FY08**

**School Day:** Iron County WNEP staff will teach six nutrition/dietary quality lessons to students in grades pre-kindergarten through four, and grade six, of the Hurley School District, using the Heart Healthy or an alternative curriculum.

Iron County WNEP staff will teach four food safety lessons to two classes of students in grade five of the Hurley School District, using the Operation Risk curriculum.

A nutrition/dietary quality/food safety message will be contained on the back of each month's school hot-lunch/breakfast menu sent to 450 homes in the Hurley School District. Though not a substitute for in-person teaching, previous experience has found this to be a catalyst for parents to enroll for free/reduced hot lunch and to call our office, approach us at Parent/Teacher Conferences and other venues with nutrition questions and concerns.

**Preschoolers (Head Start):** Iron County WNEP staff will teach six nutrition/dietary quality lessons to two classes of Head Start students and will provide parents and Head Start teachers and staff with materials necessary to continue the lessons between sessions and to enhance their own knowledge of nutrition and dietary quality.

**Parents (Head Start):** Iron County WNEP staff will teach three in-person lessons to parents of Head Start students, and one lesson to parents of home-based students, during the school year.

**WIC:** WNEP staff will provide monthly interactive walk-by lessons to participants of the local WIC clinic. We will continue to work with the Iron County Health Department to address the incidence of childhood and adult obesity, and mortality from cerebrovascular disease, diabetes, and heart disease through two community wide activity/wellness events and through collaboration on a Living Well with Chronic Disease series of classes in our community.

**Senior Dining:** Older adults at four senior dining sites in Iron County will receive four interactive walk-by lessons during the program year. Each lesson will educate about the value of good nutrition and physical activity, including where to find local resources to aid in these efforts. One lesson will focus on food safety.

**Food Pantries:** WNEP staff will provide nutrition and resource management resources to people using the two local food pantries, as well as research-based information on hunger and food security/insecurity, nutrition, and food safety to staff and volunteers from the pantries and other local agencies.

### **Food Security Programming Efforts Planned**

#### Methods or activities planned to raise awareness of hunger/food insecurity

We will raise awareness of hunger/food insecurity in the general community through the use of press releases and Hunger Close to Home materials, which will be used with focus groups, in reporting to stakeholders, and in displays.

WNEP staff will work with two local food pantries to create a pamphlet and display designed to raise awareness in the community, as well as to increase donations to the pantries. We will include food stamp and school lunch enrollment information on these and other WNEP materials, as well as on newsheets we design for Hurley School menu-backs.

#### Methods planned to compile data and assess status of food security

We will solicit data from the local food stamp program on food stamp recipient rates and from two local food pantries on the use of their programs. This is in addition to the use of census-based data.

#### Plans to increase involvement of community groups in efforts to address food insecurity

Coordinator will work with both food pantries on recruiting, evaluating and rewarding volunteers, and with the pantries and other organizations serving low-income residents on exploring issues and conducting activities which strengthen their groups, including, but not limited to, needs assessment, program planning, and evaluation.

Coordinator will continue to chair the local Emergency Food and Shelter Board; however, the amount of money allotted to Iron County from the Emergency Food and Shelter National Board Program has been reduced from \$9,819 in 2004-2005, to approximately \$3,145 in 2007-2008. This funding underwrites the costs of providing emergency food, emergency shelter, eviction forestalls, and utility disconnect forestalls to residents of our community who have the most need.

Coordinator will continue to provide nutrition and resource management expertise to residents utilizing these services, as well as research-based information on hunger and food security/insecurity, nutrition, and food safety to staff and volunteers from the five agencies.

We will continue to include information on enrolling in the local food stamp program and in free or reduced school lunch in materials we distribute throughout the community, including newsheets used as menu-backs in the Hurley School District.

Both the Coordinator and the Nutrition Educator will serve on the Hurley School Wellness Committee.

## **Plan for Food Stamp Nutrition Education in Juneau County during fiscal year 2008**

### **Overview of Food Stamp Nutrition Education in Juneau County**

The Juneau County Nutrition Education Program was initiated in 1995. The project started as a three-county partnership program, which originally included audiences in Adams, Columbia and Juneau Counties. In 1996, the project transitioned into a two county partnership with audiences in Adams and Juneau Counties and the audiences in Columbia County continuing to be reached in a single county effort. In 1997, each of the remaining counties formed single county programs and continue to operate under those circumstances. There has been a shift in the types of audiences reached since 1995, one of which is the overall geographic shift due to program territory changes but the second is a change in the ages of clientele being reached. The Juneau County Program trend has shown a shift toward more education of youth as well as involvement with local coalitions focused on food security types of issues. The program in 1995 was heavy into using walk by displays as a means for reaching clientele but in the last twelve years the primary means of reaching target clients is through group interactions.

### **Characteristics of the low income residents in Juneau County**

#### Demographics of Juneau County

Juneau County has 24,316 people residing within its boundaries of which 99.3% are white. The average household size is 2.47 with 8.8% female householders with no husband present. The amount of non-family households is 30.9%. A total of 5.5% of the female population is divorced and another 58.3% of the population is now married, except separated. Of the working age population (ages 21-64), 19.6% are classified as living with a disability. Of the population ages 16 years and over 64.2% are in the labor force. The most recent unemployment rate available is for February 2007 was 7.5% while the state rate was 5.9% for that same month. The median household income in 1999 was \$35,335 but still 7.4% of the population fell below the poverty level. There are 5.8% of Juneau County households who don't have a vehicle and there is only one taxi service available, which only covers in town travel in one community this very rural county. The selected monthly owner costs that were 35% or more of household income was 12% in 1999. The gross rent that was more than 35% of household income was 22.2% of household income in 1999.

#### Food Insecurity in Juneau County

The percent of Juneau County residents receiving food stamps in 2005 was 10.69% with 21% of the child population receiving food stamps. All of the food stamp percentages previously listed are up from the previous year. The change in food stamp participation was 97.87% with a 97.11% change in child food stamp recipients from 1999-2005. The percentage of children approved for the free and reduced school lunch program is 39.87% countywide. The elementary schools in Juneau County had the following percentage of children receiving free and reduced school lunch: Elroy 37%, Lyndon Station 49%, Mauston 48%, Necedah 56%, New Lisbon 52%, Wonewoc 40%. The percentage of high poverty lunch sites offering breakfast is 63% in Juneau County with 85.98% of low income children having access to breakfast in their school. The number of WIC eligibles being served is 92.66% with the program seeing a 6.09% increase in participation between 1995 to 2005 while the state of Wisconsin experienced an increase of

7.92% during that same time period. The percent of WIC households that were food insecure in 2002 was 43% with 17% of WIC households having food insecurity with hunger.

### **Nutrition and nutrition education needs of Food Stamp Program recipients and other low-income residents of Juneau County**

In 2006, the University of Wisconsin Health Institute released the Wisconsin County Health Rankings report. Juneau County is currently ranked as the 72<sup>nd</sup> healthiest of 73 places (ranking of 1 being the healthiest) in health outcomes. The high levels of premature mortality and poor self-reported health are both consistent with this rank in health outcomes. For health determinants (health care, health behaviors, socioeconomic factors, and physical environment), Juneau County is currently ranked 68<sup>th</sup> (1 being healthiest) out of 73 places. A more favorable determinants rank would have indicated potential for improvements in overall population health, but the low determinants rank suggests that, in the absence of new initiatives, Juneau County will likely continue to face challenges in improving health outcomes. Specifically the physical inactivity percentage was 56.4% while the state's was 46.8%. The obesity component was 24.8% (BMI  $\geq$  30) while the state's was 22.1% and the percentage of people who ate less than 5 fruits and vegetables a day was 82.4% compared to Wisconsin's 77.9%.

WNEP has been part of the development of the Wellness Policy Committee in the Mauston School district since the spring of 2006. The teachers that are a part of this committee have brought a lot of pertinent information to the attention of the WNEP Coordinator. The elementary teachers are particularly interested in having the children gain information about nutrition from an "expert source." The children who eat a school lunch are getting a well balanced meal but the teachers said that the children who bring in home packed lunches bring very high fat, high sugar items. These are the same children who also tend to have weight issues. In the elementary grades it is customary for each child to take a day to bring in snack for the whole class. The teachers are especially concerned with the high fat, high sugar choices that are brought to school for that snack even though notes are sent home with suggestions etc. As one teacher put it, "the children will eat what you put in front of them—if you give them carrots, they will eat carrots and if you give them candy, they will eat candy." The teachers also noted the sedentary lifestyles of their students. On a bright sunny afternoon, two classrooms were asked what they were going to go home and do after school. The results showed that only 25% of the children were planning an activity that required physical movement of their body.

The percent of children 2-4, who are overweight in the WIC program, is 14% for Juneau County, which is 3% higher than the state average. This is an indicator that the lifestyles they are already falling into at such a young age may already be high in calories and low in physical activity. This is an area that can be focused on through the Head Start Programs, immunization clinics, and the programs presented in the schools.

The residents of the transitional housing unit were part of a general survey that showed they would like to learn how to eat healthy. It was noted that 50% of the residents in that facility are overweight. Because these families are very transient they have extremely limited kitchen equipment and little know how of improvisation of the equipment they do have. They have little knowledge of how to effectively save money on groceries and how to prepare foods that would help their family's overall health. These families are very young and tend to be single female

headed households which adds a significant amount of stress to their lives and adds to the likelihood of being food insecure.

A short quiz about food myths was handed out at the elderly meal site during January 2005 and 47 people responded to it. The quiz revealed that the seniors were still misinformed regarding fat in their diet and how it affects their bodies. As far as where to get fiber in their diet, 36% of them thought the only way to get fiber was to drink a fiber supplement. The very end of the quiz asked if they had high cholesterol, high blood pressure, or were more than 10 pounds overweight. 79% responded that they had been diagnosed with high cholesterol, 59% have high blood pressure, and 61% are more than 10 pounds overweight.

In an observation made at the beginning of the 2006 GED program held at the Western Technical College, almost one-third of the teenagers were overweight as compared to the previous year when a quarter were overweight. When asked in October 2006, how many of them do routine exercise (walk, run, weight lift, physical labor type of job, ride bike, swim) only one of the students made it a habit to get any physical activity into their day. 90% of these same students did not eat anything prior to coming to school at 8:00 a.m. while 35% ate a snack out of the vending machine on campus which consisted of a candy bar, snack chips, soda or vitamin/mineral water drink.

In March of 2005 the WNEP staff sat with the sheltered workshop clients for three of their lunch periods, taking observations of not only the content of their lunches, but portion sizes and food safety measures. Of the 45 lunches observed, only 22% contained a whole fiber product, 62% contained juice drinks that were not 100% juice or soda, 75% contained at least one high fat or high sugar food (ie. potato chips, Twinkie, candy bar), only 13% contained a vegetable, and 56% contained a sandwich made with high fat luncheon meats (ie. bologna).

### **Educational Projects planned for FY08**

**School Day:** Educational programming at two of the school districts within Juneau County that have free and reduced school lunch percentages over 50%. The ages targeted will be Pre Kindergarten through 2<sup>nd</sup> grade. The lessons will be taught in a series of 6 to 7 in each individual classroom. With the development of a school wellness policy in the Mauston School District, there are many additional opportunities to teachers through inservices and to parent populations in the district. The new policy is being implemented in the fall of 2007 are many nutrition changes that will be impacting families as well (ie. bringing healthy snacks).

**Preschoolers:** Educational programming for families who have preschool age children at Head Start locations and Family Resource Centers. The Head Start groups have a requirement that they need to provide nutrition education to their families at least once during parent meetings and WNEP fulfills their requirement. Group lessons are taught to both parents/caregivers and children as an interaction piece and then typically the parents are involved in a more in-depth topic discussion during their policy council meeting. The two school districts that the WNEP project will be doing educational programming at also include a Pre-Kindergarten audience. The topics that are taught in the Kindergarten through 2<sup>nd</sup> grade classrooms will be tailored to meet the needs of the Pre-Kindergarten classrooms in those districts.

**Health Clinics:** Educational programming for children at immunization clinics. The clinics that WNEP attends are in Elroy, New Lisbon, and Necedah. They are short single session small groups that only convene every other month.

**Senior Dining:** Educational programming for all 7 of the meal sites throughout Juneau County—one in each of the following cities—Mauston, Camp Douglas, New Lisbon, Necedah, Wonewoc, Elroy, Lyndon Station. A monthly educational topic is taught at each of the sites along with a monthly newsletter article that appears in the publication the Department of Aging puts out to the elderly in Juneau County. Education regarding use of produce procured through the Senior Farmer’s Market Voucher Program is also promoted during the growing season.

**Adult Groups:** Educational programming takes place at Western Wisconsin Technical College with students pursuing their GED or HSED. Approximately 12 sessions are held with each one hinging on the next as to create a series throughout the school year.

**Parents:** Educational programming takes place at the transitional homeless shelter in Mauston. The residents agree to intensive case management through Project Chance of which WNEP is a part. Classes are held at least once a month with the participants selecting the topics.

**Disabled:** Educational programming for participants of the sheltered workshop program. These multi-session classes take place in the summer time and are predominantly held twice a week from June until September. In addition, the Department of Human Services also convenes a group of adults once a week to undergo supportive services for their long term support caseload. This group will take part in four sessions focused on nutrition, food safety, and basic food preparation techniques.

### **Food Security Programming Efforts Planned**

#### Methods or activities planned to raise awareness of hunger/food insecurity

Through WNEP’s involvement in the Juneau County Advanced Leadership Program (ALP), a full day program will be held focusing on hunger issues in Juneau County. Participants will have the opportunity to see the impact hunger has on Juneau County and current programs being used to curtail the effects. Participants also experience a visit to the food pantry as well as a chance to “walk in the shoes” of someone in a food insecure household for a day. Generally this session is held in February which is well past the time that the participants need to declare their community service projects. It was decided for the 2008 ALP year that the poverty session will be held in November because there are so many community service projects that could be gleaned from the session. WNEP sees this as an additional way to engage others in an active, grassroots way to turn food insecurity around in Juneau County.

The Canadian Pacific Railway’s Christmas Train has annually made a stop in the Juneau County area and WNEP is part of a collaborative working to make that a tradition. The focus of the railway is to raise awareness about hunger in the communities where it stops so this is a perfect opportunity to do broad media coverage about hunger in Juneau County through local media outlets.

Methods planned to compile data and assess status of food security

Central Wisconsin Community Action Council recently wrote a grant that will assess the food in security of the Necedah area which is in northern Juneau County. The Nutrition Education Program has agreed to work hand in hand with them in using the school based food insecurity tool that Judi Bartfeld has developed. This project will provide data that could be very useful for the Nutrition Education Program in raising awareness of food insecurity issues in part of the county.

Plans to increase involvement of community groups in efforts to address food insecurity

The Nutrition Education Program has been involved with a project called “Sharing Supper” which started a pilot project of serving a free meal once a month in the Mauston area. The mission of the group is break down barriers between socio-economic groups. The long term vision of this pilot project is that more communities in Juneau County will offer such a resource to its residents. The Nutrition Education Program will continue to move the agenda along to include more communities in Juneau County.

# **Plan for Food Stamp Nutrition Education in Racine and Kenosha Counties during fiscal year 2008**

## **Overview of Food Stamp Nutrition Education in Racine and Kenosha Counties**

The mission of the Racine and Kenosha Nutrition Education Program (R/KNEP) is to work together as a team to educate limited resource audiences about the importance of making better food choices within the limited resources that are accessible to them. R/KNEP uses various venues to provide Food Stamp Nutrition Education in both counties. The program uses a combination of educational institutions, after school programs, parenting programs, agencies that provide services to the same audiences, transitional living programs, homeless shelters, AODA programs and housing establishments, etc.

Largely, R/KNEP provides nutrition education to children ages 6 to 15 in the classroom environment as part of the students regular school day. R/KNEP plans to continue providing nutrition education to children in this fashion while expecting to continue to provide nutrition educational experiences to youth at other times including the summer, after-school and during other education experiences that are sponsored by other community agencies and the two school districts. The program is also providing nutrition education to adults in a variety of locations, including transitional living facilities, the Spanish Center's prenatal program, those living in AODA facilities, and those in homeless shelters. The R/KNEP program is providing nutrition education training to childcare providers in both counties and nutrition education to families with young children at WIC sites, using them as recruitment tools, and Head Start programs. Lastly, the R/KNEP Administrator is serving on various community task forces, boards, etc. to ensure that all possible connections and linkages are being made in both communities on all levels.

## **Characteristics of the low income residents in Racine and Kenosha Counties**

### Demographics of the Counties

Demographically, the area served by the R/KNEP is divided into four quadrants divided by the Racine and Kenosha county line running east and west and I-94 running north and south. East of the "I" each county has a very ethnically diverse urban population with poverty levels double those for the state and exceeding those for the United States as a whole. West of the "I" each county has a predominantly Caucasian, affluent rural population with pockets of poverty. The unemployment rates for both counties are among the highest in the state, Racine ranks ninth with a rate of 4.7% compared to a statewide rate of 3.9%, and Kenosha ranks 14th with a rate of 4.4%. However, the cities of Racine and Kenosha fare far worse than the counties as a whole with the City of Racine ranking number one in unemployment with 7.3% of the population being unemployed and the City of Kenosha ranking number seven in the same category. Although the fast growing minority population has been Hispanics from Mexico, those numbers are starting to level off. It is assumed that the leveling off of the numbers is the result of the controversy regarding the documented and undocumented Hispanic residents. It is speculated that the undocumented populations are afraid to access services that are considered to be governmental in nature. Therefore, it seems as if the numbers are just being maintained.

On the other hand, what seems to be increasing are the numbers of students considered to be overweight and obese. The Racine Head Start program documented that 26% of its student population is considered to be obese. However, when the parents were surveyed and asked,

“Whether or not you feel your son/daughter is overweight or obese,” only 12% thought that they child was either overweight or obese. On that same survey, the parents were asked, “Whether or not you feel that physical activity is important to their child’s all around good health.” Over 98% thought that physical activity was very important to the health of their child. However, when asked, “How much time does your son/daughter spend participating in a physical activity in a day,” 76% answered less than 30 minutes a day. Based on the above information, it is extremely important that nutrition education continue to provide services to the families in both counties for the purpose of educating in making better food choices and educating them regarding the importance of physical activity.

### Food Insecurity in the Counties

In 2006-2007, Kenosha County, through the efforts of its Hunger Prevention Council, which is a subcommittee of the Emergency Services Network, completed the Food Security Survey that was developed by the University of Wisconsin in an effort to better understand the food insecurity issues of the Kenosha Unified Schools community. Over 7,000 surveys were distributed and more than 42% were returned. The R/KNEP Administrator is a member of the Hunger Prevention Council and is part of the three person team to represent the University of Wisconsin on the Emergency Services Network. Once the results of the Food Insecurity Survey are completed, the Hunger Prevention Council will develop a plan of action to address the issues. Additionally, the Hunger Prevention Council, in conjunction with Kenosha County, is developing a food systems map. This map will be used by the various agencies that aid in food insecurity issues to discover the holes in the system and think strategically on how to fill the holes. Also, the map will support agencies on developing partnerships that may lessen the food security issues in Kenosha County. Lastly, in Kenosha County, the Council is attempting to develop some food gleaning relationships with area grocers that will then support the efforts of the food pantries and soup kitchens in the county. Some grants have been written to support the above efforts. It is the goal of R/KNEP to be in the position to provide nutrition education to the participants of the various soup kitchens, pantries and WIC in the county.

In Racine County, the Food Security Survey that was completed about four years ago has resulted in school breakfast being provided in one school in the Burlington School District. The R/KNEP program has supported the efforts in that school district by giving ideas of ways to kick off the school breakfast program, which the school district is calling the “Grab and GO” snack break program. Also, requests have been made to give ideas of encouraging the school children to participate in the program. Additionally, the recently hired 4-H Youth Development Educator contacted the R/KNEP Administrator regarding a program of which children who participate in an after-school program called “Lighted School House” and who may have food security issues on the weekend would receive a backpack of food on Fridays and return the backpack on Mondays to be used on the following weekend. The nutrition educators presently provide nutrition education to those students and will provide support materials to be included in the backpacks. It is the hope of the 4-H Youth Development Educator to have the program started by late 2007.

R/KNEP will continue to provide Nutrition Education in the schools that meet the qualification of having at least 50% of its student body receiving free and reduced lunches. For the 2007-2008 fiscal year, 24 schools between both counties meet the requirement. Of those 24 schools nine are

at or above 70% of its student body receiving free or reduced lunches. As a direct result of the number of students in both counties experiencing food security issues, the number of residents that are receiving aid to help feed their families, the number of residents that are either chronically or episodically homeless and the number of children that are considered to be overweight or obese, R/KNEP has decided to provide at least 5 nutrition education sessions per classroom. It is the hope of the program that even though resources are few, that families will make better nutritional choices for their families based on the foods made available to them through the various programs and support systems. Also, R/KNEP will work with the food pantries and homeless shelters in an effort to improve the nutritional value of the food choices that they offer their program participants.

### **Nutrition and nutrition education needs of Food Stamp Program recipients and other low-income residents of Racine and Kenosha Counties**

Both Racine and Kenosha Counties have higher percentages of persons participating in the FoodShare program than the state as a whole [22,576 Kenosha & 23,253 Racine compared to 554,020]. There is a large potential audience of over 40,000 persons, including adults and children, in both counties for R/KNEP's services to those persons participating in the state FoodShare program. The food banks in both counties have reported an increase in the number of pounds of food distributed this year in comparison to the same time in 2006. In Racine County over 600,000 pounds of food was delivered to various food pantries through out the county. In fact, the Food Bank is concerned that at this pace, due to lack of funds and low levels of donations, it will not be able to continue to provide food to the local food pantries. In Kenosha County, the Shalom Center, a homeless center that is also a soup kitchen and a food pantry, has provided 37,779 meals thru its soup kitchen representing a 27% increase over last year at this time. The center has also provided over 400,000 pounds of food, which is a 13% increase. Twelve schools in the Kenosha Unified School District have 50% or more of their children enrolled in the free or reduced-price lunch and breakfast program while twelve schools in the Racine Unified School District meet the criteria. This represents a fourteen percent increase over last year.

Recently, studies have shown that this generation is the first generation in decades to have a life expectancy shorter than the proceeding generation. The studies conclude that the reason for this shortened life expectancy is the result of poor eating habits and the sedentary lifestyles of the children. Therefore, the school districts, as required by law, have developed Wellness Policies that have included such things as not having vending machines that provide carbonated drinks but rather juice and water, baked snacks instead of fried snacks and provisions for lunch rooms to provide healthier snack options in the a la carte section of the cafeteria. Although the plans are in place, both school districts are having difficulties putting those plans into action because of various long-term contracts that were entered into before the Wellness Policies became a mandate. As a result, our emphasis on education of elementary and middle school aged youths is justified because of the large proportion of children living in poverty and those that are not familiar with proper eating, portion control, the MyPyramid and the need for daily physical activity. Additionally, it is most important that R/KNEP continue to provide nutrition education to younger children so that even though the less nutritional options are present, the children can make healthier choices based on their knowledge. Also, our education of adults or parents is crucial if the program hopes to make lasting changes in the way that people prepare and serve

food to their children. Additionally, parents must be educated regarding the need for daily physical activity in the lives of their children.

### **Educational Projects planned for FY08**

**School Day:** Several classroom visits about dietary quality topics will be provided at local elementary and middle schools at multiple grade levels. Professor Popcorn is the curriculum that has been chosen for this population. A newsletter will be provided for the families of those students that participate in the program.

**After-school Day:** R/KNEP will partner with the local Boys and Girls Club, the Lighted School House and the 21<sup>st</sup> Century Learning Center and the Professional Services Group's after school program to provide programming whose topics will include dietary quality, food preparation, and the importance of physical activity. Kinder Chef will continue to be used with this population and possible the Families in the Kitchen program at some sites. However, at the Kenosha Group Home site, the program will have to be developed based on the requests of that facility.

**Job Center and Human Services:** R/KNEP will partner with the local YWCA's Family Resource Center to provide nutrition education and life skills training. The program will include four two-hour sessions. At the conclusion the participants will receive a certificate of completion that can be included on their resume to enhance the possibility of acquiring adequate employment. This program will be offered quarterly. The participants will also receive a newsletter. Sisters in Health will be used at these locations.

**WIC:** R/KNEP will provide interactive nutrition displays, food preparation demonstrations and learn while you wait lessons for clients.

**Preschoolers:** R/KNEP will provide multiple classroom visits for nutrition education to the Head Start participants. Lastly, the students will receive a newsletter that will inform the parents about the lessons that their children will be learning in the classroom. A curriculum has not been selected for this population.

**Parents:** R/KNEP will provide two nutrition education opportunities for the parents of the Head Start students in Kenosha County and one nutrition education opportunity for the parents of the Head Start students in Racine County. Also, R/KNEP will provide a newsletter to those parents that will include nutritional information and more information regarding the home visiting program.

**Adult Groups:** R/KNEP will provide monthly nutrition education to the mothers that participate in the pre-natal program at the Spanish Speaking Center and weekly at two other transitional living facilities. Additionally, the participants will assist in the preparation of a meal using items that are in the cupboards and they will be asked to demonstrate newly learned skills. The nutrition educators will attempt to encourage the program participants to continue nutrition education upon leaving the transitional living program. Most of the program participants will have their children living in their home upon discharge from the facility. Also, R/KNEP is planning to continue programming at the HALO homeless assistance program in Racine and Vets Place, which is a assisted living facility for veterans, in Racine County.

**Food Pantries:** R/KNEP will provide information about how to use the commodities and foods provided by the pantry. Also, at each demonstration the participants will receive various nutritional and outs and simple recipes.

**Home Visitation:** R/KNEP will provide individual nutrition education sessions to home bound clients as needed.

### **Food Security Programming Efforts Planned**

#### Methods or activities planned to raise awareness of hunger/food insecurity

R/KNEP plans to explore ways to improve enrollment and participation in the school breakfast program in both Kenosha and Racine Unified School Districts by working with the school districts in strategizing ways in which they can participate in the school breakfast program and working with task forces in the area of which school breakfast program participation is part of their mission. R/KNEP will continue to partner with the Racine County Food Bank, the WIC offices in both counties and at least one food pantry in Kenosha to provide education regarding the use of more fresh vegetables in their daily meals and encouraging WIC participants to take advantage of their Farmer's Market vouchers.

#### Methods planned to compile data and assess status of food security

R/KNEP will partner with the Kenosha County Hunger Coalition to aid in the gathering of data by using the school food insecurity survey. Also, with participation on the taskforce, R/KNEP hopes to aid in the development of an effectual strategic plan to address the various issues that may become apparent as a result of the school survey. Additionally, in Racine County, R/KNEP will assist the project manager in developing a system or network of services to support the needs of the City of Burlington as identified in the school survey that was completed in 2003.

#### Plans to increase involvement of community groups in efforts to address food insecurity

As stated above, the administrator will serve on various community groups, boards and taskforces to increase understanding of food insecurity in both counties and the need for nutrition education to low income audiences. Also, the staff will assist organizations in developing plans or strategies to improve the food insecurity and proper nutrition issues in both counties. They will encourage individual homemakers to take advantage of the various food pantries, the FoodShare Program, WIC, the Share, Inc. program and other community resources that assist families with securing food.

# **Plan for Food Stamp Nutrition Education in La Crosse County during fiscal year 2008**

## **Overview of the La Crosse County Nutrition Education Program**

The La Crosse County Nutrition Education Program was established in 1994 as a result of needs identified by local politicians and community agencies. Initially, the program utilized learn-while-you-wait displays as the primary method of presenting nutrition education. As the program developed, teaching strategies have grown to include multi-session nutrition classes for parents, skits and puppet shows for young children, and interactive cooking demonstrations and classes for older children and adolescents. The La Crosse County Nutrition Education Program works with FoodShare recipients of all ages throughout the county to teach knowledge and skills related to diet quality, food safety, food resource management, and food security.

## **Characteristics of the low income residents in La Crosse County**

### Demographics of La Crosse County

La Crosse County has 107,120 residents, 5.9% (6361) of whom are under the age of five and 12.5% (13,440) of whom are over the age of 65. The poverty rate for La Crosse County is 10.7% (10,841) which is above the state average of 8.7%. Specific concentrations of low-income residents include the Powell-Hood Park-Hamilton neighborhood, where 67% of neighborhood students qualify for free or reduced price meals, and the Lower Northside neighborhood, where 63% of students qualify. In La Crosse County 94.2% of residents are Caucasian, 3.2% are Asian, 0.9% are Black, 0.4% are American Indian, and 1.3% are two or more races. Annually, 7850 residents participate in the FoodShare Program. Hmong refugees from Thailand continue to regularly arrive in La Crosse County

### Food Insecurity in La Crosse County

Food insecurity among La Crosse County WIC clients was reported at 48%, compared to 44% statewide. The La Crosse School district has eight schools that operate food pantries for their students. There are two community gardens that contribute over 25,000 pounds of produce to community members annually. A survey completed in July 2004 by 736 families at the WAFER food pantry in La Crosse indicated that 90% (662 families) reduced the amount of food eaten at meals in order for food to last through the month, while 82% (603 families) reported skipping meals to make food last longer. 37% (227 families) had run out of food the previous month. Overall, 99% (729 families) stated that they relied on the pantry to have adequate food for the month.

## **Nutrition and nutrition education needs of Food Stamp Program recipients and other low-income residents of La Crosse County**

La Crosse County Nutrition Education Advisory Committee recommendations as well as input from community partners helps WNEP staff develop programming to meet the needs of low-income audiences in La Crosse. A local principal, teachers, family resource center educators, and Hmong educators have also provided input about needs of the community. Nearly every contact advised that food resource management was a vital area for nutrition education. Food safety instruction was another important recommendation, in addition to teaching participants basic food preparation skills and quick and easy meals and snacks. NHANES data indicates that children participating in the Food Stamp Program are almost twice as likely to be overweight

compared to higher income children. In addition, low-income women participating in the Food Stamp Program are more likely to be obese than other low-income, non Food Stamp recipients and higher income women. Because much of WNEP programming focuses on diet quality, servings, and adequate physical activity, WNEP may contribute to lower incidence of overweight and obesity among Food Stamp Program recipients.

### **Educational Projects planned for FY08**

**In School:** WNEP staff will teach multi session and one time group lessons to youth 6-11 years and youth 12-17 years on a variety of topics, including dietary quality and food safety. WNEP will also teach multi session classes at the Juvenile Day Treatment Center and one time session classes at Youth Secure Detention due to the high turn over. The “new comer” Hmong elementary groups K-2 and grades 3-6 will be added to our school educational classes.

**After School:** WNEP will teach multi session lessons to youth 6-11 years and youth 12-17 years on a variety of topics, including diet quality, food safety, and food preparation.

**Preschoolers:** One time group lessons and puppet skits will be offered at local park and recreation events, head start classrooms to youth ages 4-5 and multi teaching session with Hamilton’s preschool children.

**Parents:** WNEP will teach one time groups and multi session lessons to parents of infants and children at family night events. This is partnership with the after school 21<sup>st</sup> century grant program and the Family Resource Center. Quarterly educational sessions are also provided at the La Crosse Family Resource Center for parents. Monthly multi session classes for pregnant women, English Language Learner parents, and new parents are taught at the Holmen Family Literacy Center. Topics include feeding young children, diet quality, food resource management, and food safety. WNEP also includes articles in the quarterly Family Resource Center newsletter.

**WIC:** Learn while you wait education using flip charts and food demonstrations will be offered to parents of infants/children on a variety of topics in the Sparta, Onalaska, and La Crosse nutrition services waiting area.

**Gardens:** One time group sessions will be held at the Southside Neighborhood Center during produce pick up times and will include information about diet quality and food preparation. Demonstrations will be included. The lessons will reach adults with children and adults without children. WNEP staff will also teach lessons about fruits and vegetables in conjunction with the Hamilton Elementary student garden. These lessons will be for youth, age 6-11.

**Adult Groups:** Two different multi session classes for adults, age 18-64 without children, will be taught at the Salvation Army on a monthly basis. One will focus on food resource management; the other will emphasize food safety and food preparation. The local technical college provides classes for recent Hmong refugees. Semi-annual classes on food safety and basic shopping skills will be taught to these newly arrived residents. WNEP plans to continue offering one time group lessons about food resource management, quick and easy meals/snacks to women’s shelter residents. These lessons will be provided to adults with or without children.

**Disabled:** Multi session classes will be offered weekly to independent disabled adults. The topics will cover diet quality, food safety, food preparation, and food resource management.

**Senior Dining:** Multi session classes for older adults will be offered monthly at the income eligible senior dining sites of La Crosse County. Also, food demos with educational sessions for seniors are offered when the nutrition coordinator distributes vouchers for the Farmer's Markets. Monthly articles are included in the Senior Review newsletter.

**Food Pantries:** Education through learn while you wait displays will be continued at the La Crosse WAFER food pantry. Topics include diet quality and food resource management. Adults with and without children will be reached.

### **Food Security Programming Efforts Planned**

#### Methods or activities planned to raise awareness of hunger/food insecurity

Working in collaboration with local partners, WNEP will assist with local poverty simulations as requested. WNEP will also keep the Coulee Region Childhood Obesity Coalition aware of local hunger and food insecurity issues. WNEP will continue to inform community partner agencies and county officials about food insecurity and hunger in La Crosse County.

#### Methods planned to compile data and assess status of food security

WNEP will work with the WAFER food pantry to collect local food security data. WNEP will also compile food insecurity data from the local school districts.

#### Plans to increase involvement of community groups in efforts to address food insecurity

La Crosse County had a strong coalition to address food insecurity and hunger known as the Hunger Task Force. It evolved into a private agency that focuses more on coordination of food recovery and distribution to local pantries. The county is now lacking a group that focuses on community wide hunger and food insecurity prevention efforts. The WNEP staff will work with the La Crosse County Health Department and other local community partners to reconvene a hunger coalition to address these issues.

## **Plan for Food Stamp Nutrition Education in Lafayette County during fiscal year 2008**

### **Overview of Food Stamp Nutrition Education in Lafayette County**

The Lafayette County Wisconsin Nutrition Education Program (WNEP) will begin in 2007 in response to cost-share financing as part of a Family Living Educator position approved by the County Board Extension Committee. Lafayette County will hire one person to act as Family Living Educator (70%) and Nutrition Program Coordinator (30%) in June 2007, with the start of WNEP in the county October 1, 2007. Community agencies in the county have been expressing their need for nutrition education for their limited income clients for years. Members of UW Extension staff have brought the idea of the Nutrition Program to the Extension Committee for five consecutive years. Despite a clear need for the program in the county, until the latest fiscal crisis and pending retirement of the Family Living Educator, the Nutrition Program was refused by the committee. The new Lafayette County Nutrition Program Coordinator will build the program from the ground up, including building relationships with appropriate agencies and organizations.

### **Characteristics of the low income residents in Lafayette County**

#### Demographics of Lafayette County

Lafayette County is a rural county with 16,149 people according to the 2000 census. Of the county's total population 15.8% are age 65 and over, and those age 5 and under are 5.9% of the population. Whites make up the majority of the population with 99%. Since 2000, the Hispanic or Latino population has increased dramatically, but count as only 0.6% of the 2000 census. The median family income is \$44,326. The median household income is \$37,220. Lafayette County's self-sufficiency wage is \$13.62 per hour which equates to \$28,330 annual income. Individuals living below the poverty line are 9.11%. Families living below the poverty line are 6.2%. There is no public transportation. And 5% of the county's households have no vehicle for transportation.

#### Food Insecurity in Lafayette County

There are 13.23% of renters paying at least 35% of their income in rent. This indicates the need for education on stretching food dollars. In 2005 the county had 1071 total participants in the Food Stamp Program. This is 6.63% of the county's population. Yet we know that in 2000 the county had a poverty rate of 9.11%.

### **Nutrition and nutrition education needs of Food Stamp Program recipients and other low-income residents of Lafayette County**

Because of the discrepancy that we are seeing in the school surveys between those that appear to be eligible for Food Stamps and the free and reduced price school lunch program, participant's educational awareness of community programs to improve food security is needed. SWCAP Preschool Head Start curriculum includes a different food group being covered each month. The Head Start program has their parents complete a Parent Interest Survey. The items that scored high were menu planning, nutritious snacks and stretching food dollar ideas. The Needs Assessment Survey indicated one persisting problem – lack of food and they wanted to learn about nutrition. WNEP did a Tell Us What You Think survey in the COA News & Views monthly newsletter. Respondents to that survey indicated they wanted to learn more about

choosing a healthful diet. The participants at the nutrition centers were ask to check the topics of interest to them. Choosing/preparing food with less fat and sugar was the top choice. Choosing a healthful diet and eating plenty of fruits and vegetables were the next two choices. And shopping for food is the last of the top four topics.

**Educational Projects planned for FY08**

The new Nutrition Coordinator will build contacts and the Nutrition Program in Lafayette County.

## **Plan for Food Stamp Nutrition Education in Langlade and Oneida Counties during fiscal year 2008**

### **Overview of Food Stamp Nutrition Education in Langlade and Oneida Counties**

The Langlade/Oneida County WNEP began in 1994. Lincoln County joined the project in 1996. The 3-county project continued until 2002 when it returned to a two-county project. The program remained fairly consistent until 2004 when programming changed to encompass an increased awareness of food insecurity. WNEP expanded its food insecurity efforts through the creation of a 5 county hunger awareness coalition (Hope for the Hungry). In 2006, five elementary schools closed in Oneida County and students were reorganized into the three remaining schools. Initially several of these schools no longer qualified for WNEP services, but the schools now qualify due to increasing poverty rates. WNEP continues to receive an increasing number of requests for programming in both counties.

### **Characteristics of the low income residents in Langlade and Oneida Counties**

#### Demographics of the Counties

The population in Langlade County (20,735) and Oneida County (36,994) is 98% white. While Langlade County is more agricultural, both counties continue to experience a loss in manufacturing and better paying jobs. Both counties contain large elderly populations (over 22%), and both counties have a large percentage of non-elderly, disabled residents: 17% in Langlade and over 22% in Oneida County. This percentage is the 5<sup>th</sup> highest in the state. Unemployment in Langlade County (5.9%) was 9<sup>th</sup> highest in the state for 2005. Median household income dropped to almost the lowest in the state-- 66<sup>th</sup> out of 72 counties. In fact, the median income of female full-time year round workers was 4<sup>th</sup> lowest in the state. In addition, the number of home delivered meals for seniors in 2000 (10, 283) was 5<sup>th</sup> highest in the state. Almost 23% of renters in both counties pay at least 35% of their income in rent (18<sup>th</sup> highest in the state). In Oneida County, over 22% of non-elderly adults were disabled. This represents the 5<sup>th</sup> highest number in the state.

#### Food Insecurity in the Counties

From 2003 to 2005, there was a 27% increase in the number of food stamp recipients in Langlade County. The percentage of population receiving food stamps (13.5%) was 7<sup>th</sup> highest in the state. The percentage of children receiving food stamps was more than 24%. In 2005, 56% of schools participating in school lunch were "high poverty" (11<sup>th</sup> highest in the state), and almost 41% of children were approved for free or reduced price lunch.

In 2002, almost 40% of WIC households were food insecure (unable to obtain enough nutritious food) and almost 24% of the population lived below 185% of poverty. In 2005, 9.3% of Oneida County and more than 17% of Oneida county children received food stamps. In addition, 31% of schools participating in school lunch programs were classified as "high poverty."

### **Nutrition and nutrition education needs of Food Stamp Program recipients and other low-income residents of Langlade and Oneida Counties**

Food security continues to be the greatest identified need in Langlade and Oneida Counties. This past year, Rhinelander Area Food Pantry served 29% more adults, 19% more families, 13% more

children, and 20% more food (from 193,959 to 262,111 pounds) than in 2005. WNEP will continue to help communities develop additional food resources.

In addition to food security, other nutrition needs were determined by input from: agency partners, County Board members, WIC directors, health departments, school officials, and aging services. All surveyed partners identified a need for education related to reducing obesity and increasing fruit and vegetable consumption. In addition, agency partners indicated elderly clients needed to reduce sodium consumption, and both WIC and elderly populations needed to increase their dietary fiber and physical activity.

The needs of Food Share (food stamp) recipients were self-identified and also reported by food pantry managers. Recipients indicated they lack the food preparation skills needed to fully utilize products obtained from the pantry and garden. This year Master Gardeners and other volunteers will expand the community garden to provide pantries and senior residents with more fresh vegetables. A demonstration garden site will be created where seniors will learn how to harvest and cook vegetables with fresh herbs. Cooking classes and food demonstrations will be conducted at pantries and the garden to increase fresh vegetable consumption and encourage healthful preparation of nutritious, low cost foods.

### **Educational Projects planned for FY08**

**In School:** Several classroom visits will be provided to local schools at multiple grade levels. Youth ages 6-17 will learn about food safety, improving dietary quality and increasing physical activity. Lessons will also be provided at alternative schools in both counties. Take-home educational materials will be provided for students and families. Menu-backs will also be provided as a new educational tool.

**After School:** Nutrition and food safety education will be taught through youth cooking classes at the Boys and Girls Club and community gardens. Recipes and other take-home materials will be provided.

**Parents:** Parents will be taught how to prepare and preserve fresh food from the garden during classes held at the pantries and community gardens.

**WIC:** Displays or single topic notebooks will be used for Learn While You Wait nutrition education.

**Gardens:** Fresh vegetables will enhance food security; Youth and adults will learn proper harvesting, preparation, storage and preservation techniques during on-site bi-weekly education sessions. Recipes and information on using fresh vegetables will be provided. One-time group lessons will be presented.

**Health Clinics:** WNEP will provide nutrition education and materials to Lantlode County families referred by the local hospital.

**Adult Groups:** Adult education programs will be taught in a drug and alcohol recovery center where residents share cooking facilities. One-time group instruction will focus on food safety and nutrition education with appropriate accompanying materials.

**Disabled:** Disabled adults will be taught in residences and the garden in both one-time and multi-session group classes. Food preparation classes and educational materials will be presented.

**Senior Dining:** WNEP will teach dietary quality, food safety and food resource management classes at nutrition sites. Food samples, cooking demonstrations and educational materials will be provided.

**Food pantries:** WNEP will provide “Learn While You Wait” lessons regarding the use of commodity and other foods provided by pantries. Education will be linked to fresh produce from the community garden. Topics will include the roles of fruits and veggies in diet, food resource management and shopping behavior. Nutritional tip sheets, recipes and resource information will be given to all clients including those who are homebound.

**Home Visits:** Nutrition education classes will be provided along with appropriate educational materials to families referred by various agencies.

### **Food Security Programming Efforts Planned**

#### Methods or activities planned to raise awareness of hunger/food insecurity

Contact media for all special events (grants, gifts, fund-raising events) at the pantry.

Promote numerous food activities (tasting trials, “make it, take it” herb container gardens) to pantry clients and residents. All activities will feature hunger awareness/food insecurity education component.

- Participate in community events such as the Garden Walk and explain importance of a community garden to food insecure families during walk-throughs.
- Create displays for events such as the annual Home and Garden show and Health Awareness Day. Food and monetary donations will go to the pantry. A media campaign will be developed to stress the importance of making food or dollar donations during the Feinstein matching grant period.
- Promote the pantry and garden and recognize volunteers and donors in newspaper, radio and television ads
- Continue attending pantry, garden and community meetings; conduct interviews with food pantry managers and other volunteers; conduct listening sessions to identify barriers encountered by those living in poverty
- Develop a hunger/food insecurity segment to be included in an Oneida County poverty video
- Continue public appearances, press releases, and food drives
- Implement an educational campaign to help the community better understand the importance of donating healthful, appropriate food to the pantry.

#### Methods planned to compile data and assess status of food security

WNEP designed an Excel spreadsheet and report form that provides pantries with a clear picture of what is happening to their low-income families throughout the year. Categories include

demographics such as the number of new families using the pantry, employment status, income, family size, number of households with no income, and additional services accessed by pantry users (including FoodShare and WIC). With this information the pantry can provide the community with accurate, up-to-date information which is utilized by the media to promote hunger awareness. The information also helps gain support for the pantry during fund-raising drives.

Plans to increase involvement of community groups in efforts to address food insecurity

The main community garden is located at a low-income senior housing unit across the street from the Department on Aging. This year the garden will double in size. A demonstration garden that will be accessible for the elderly, physically challenged and youth will be created. Emphasis will be placed on increasing physical activity through gardening. Once the new area is established, we will seek groups to “adopt a plot” and assist with growing the vegetables. McNaughton Correctional Center will build the raised bed gardens for the elderly. Area Eagle Scouts will build climbing structures for the garden and help spread compost, and the Girl Scouts will continue to raise awareness through a public service campaign on hunger. Poverty information will also be presented at the schools. WNEP will serve on the Healthy People-Healthy Oneida County Nutrition and Physical Activity committee to ensure low income individuals and families are included in all planning and events. WNEP will continue to collaborate with Howard Young Medical Center to ensure Lakeland Food Pantry is meeting local needs. WNEP will continue to support the following groups in food collection and fund-raising efforts: churches and youth groups, community college, theatre groups, local musicians, retail stores, Post Office, clubs, medical and financial institutions, businesses, organizations, manufacturers, and unions.

## **Plan for Food Stamp Nutrition Education in Lincoln and Taylor Counties during fiscal year 2008**

### **Overview of Food Stamp Nutrition Education in Lincoln and Taylor Counties**

The Lincoln and Taylor County Nutrition Education Programs started as two counties in separate multi-county programs. Taylor County became a single county program in 1997 and the two counties merged to become the Lincoln/Taylor County Program in 2002. An increasing number of elderly and a significant number of female-headed households have resulted in a larger number of residents needing food stamps to feed their families. The goal of the Lincoln/Taylor Nutrition Education Program is to assist these food stamp recipients by collaborating with community agencies to provide education in the areas of choosing healthful diets, food safety, and managing food resources. The main audiences served by the program have been families with children and adults over 65.

### **Characteristics of the low income residents in Lincoln and Taylor Counties**

#### Demographics of the Counties

Lincoln and Taylor Counties are located in north central Wisconsin. Lincoln County's main industry is window/door manufacturing, and Taylor County has food and window/door manufacturing as major employers for residents of the county. Lincoln's population of 30,151 and Taylor's 19,605 have changed little since 2000. Both counties are more than 98% white. Less than 1% of the population is Hispanic. Local information indicates growth in the Hispanic/Latino population since the census with the WIC programs in both counties and the Hispanic outreach center in Lincoln County reporting an increasing number of contacts during the last 2 years. Lincoln County's population of adults over 65 is 16.5%, Taylor's 15.3%; both above the state's 12.5%. Taylor County's poverty rate of 9.8% is above the state average. Lincoln and Taylor exceed the state average for number of residents below 185% poverty. Two villages in Taylor County have average household incomes of less than \$23,000 per year.

#### Food Insecurity in the Counties

Both counties serve more than 600 WIC participants per year. 2002 WIC survey data showed 41% of Lincoln County WIC households and 36% of Taylor County WIC households were considered food insecure. In Lincoln County 2,528 people received FoodShare in 2006, an increase of 140 recipients in one year. In Taylor County 1,694 people received FoodShare in 2006, resulting in an increase of 152 recipients in one year. One food pantry serves all of Taylor County, and Lincoln County emergency food pantry and commodity food distribution have limited hours of access. Taylor County's food pantry reports 23% of its recipients as adults over 65, and 30% as children 17 and under. Lincoln and Taylor Counties have over 6% of households headed by a single mother. Wisconsin food security data indicates these households as those at highest risk for food insecurity.

### **Nutrition and nutrition education needs of Food Stamp Program recipients and other low-income residents of Lincoln and Taylor Counties**

School Wellness Committee members and Public Health Directors in both counties indicate obesity and poor diet choices as a growing concern for youth. Wisconsin data on the high incidence of soda drinking, decreased fruit and vegetable intakes, and poor breakfast consumption of youth supports this concern. Data provided by the Wisconsin Division of Public

Health indicates that 11.4% of children and 20% of adults in the state are overweight. There is also an increase in the incidence of diabetes and coronary heart disease. Both of these diseases can be linked to a lifestyle of poor dietary choices and obesity. Lincoln and Taylor County children and adults are in need of nutrition education to promote change in their health outcomes.

Interviews of local partner agency directors and/or staff have indicated that the highest nutrition education needs of people who come to their agency involved managing food resources. The Wisconsin Nutrition Education Program can assist by providing education on the topics of planning low-cost meals, budgeting for food, and by providing information on local resources of food.

Another issue often found in homes where financial and food resources are limited is food safety. Lack of education has been found to be a factor in inappropriate food handling practices and illness resulting from food-borne disease. The Wisconsin Nutrition Education Program can assist by providing education on the importance of safe food handling, storage, and preparation.

### **Educational Projects planned for FY08**

**School Day:** WNEP will provide monthly classroom visits teaching dietary quality and food safety topics at 2 elementary schools. Increasing fruit and vegetable intakes and physical activity will be an emphasis in many of the lessons.

**After School:** WNEP will provide interactive lessons on the dietary guidelines, food safety, and cooking healthy snacks and meals.

**Preschoolers:** Head Start and Pre-Kindergarten children will receive classroom lessons on each of the food groups and hand washing.

**WIC:** Learn-while-you-wait displays with interactive lesson format to include information on using fresh produce in a healthy diet, nutritious snack ideas, breakfast, and using WIC foods to plan low-cost meals.

**Adult Groups:** WNEP will provide interactive food budgeting lessons and information on local food resources to probation and parole clients.

**Disabled Adults:** WNEP will teach food budgeting and dietary guideline topics to mentally disabled adults groups in both counties.

**Senior Dining:** WNEP will teach programs including information on cooking small portions for 1 or 2 people, dietary guidelines, food safety, and managing food resources at senior meal site locations in both counties.

**Food Pantries:** WNEP will provide learn-while-you-wait lessons, healthy low cost recipes and food samples using available foods. Food resource information will be used to assist participants in meeting the needs of their family.

**Home Visits:** WNEP will visit homebound seniors to provide one-on-one lessons about meal planning and increasing the amounts of fruits, vegetables, and dairy products eaten daily.

### **Food Security Programming Efforts Planned**

#### Methods or activities planned to raise awareness of hunger/food insecurity

The WNEP Coordinator in collaboration with Family Living Educators in Lincoln and Taylor Counties will provide the Hunger Close To Home materials to partner agencies and school wellness committee members.

#### Methods planned to compile data and assess status of food security

WNEP will use the food security profile to assess status of food security and continue to discuss current participation with the Hispanic outreach center, food pantries, and WIC programs.

#### Plans to increase involvement of community groups in efforts to address food insecurity

The Taylor County Master Gardeners group has indicated they have an interest in donating produce from the community garden to the local food pantry. WNEP staff will assist in coordinating efforts between the Taylor County food pantry and Master Gardeners to provide additional food for food pantry participants.

# **Plan for Food Stamp Nutrition Education in Marathon County during fiscal year 2008**

## **Overview of Food Stamp Nutrition Education in Marathon County**

The Wisconsin Nutrition Education Program (WNEP) in Marathon County evolved from an innovative EFNEP grant in 1990. Its primary goal is to collaborate with others to provide nutrition education for food stamp eligible families and individuals that empowers participants to make healthy food choices consistent with the food guide pyramid and the dietary guidelines. Over the sixteen years of the program's existence, there has been a significant shift in program focus from working nearly exclusively with adults to working predominantly with school-age youth. A second notable change in our programming efforts has occurred in teaching methods. When the program began, the primary teaching approach used to reach our clientele was learn-while-you-wait lessons. Gradually over the years, we have shifted away from these very short teaching interactions toward longer multi-session group lessons. Currently, 94% of our teaching contacts are made in this way. Although we reach fewer people with this shift in teaching method, the group sessions greatly increase the likelihood that our audience will modify their dietary behavior as a result of what we have taught them.

## **Characteristics of the low-income residents in Marathon County**

### Demographics of Marathon County

Located in the center of Wisconsin, Marathon County is the largest of the 72 counties geographically. In 2005, the county's estimated population was 130,242, which was a 12.9% increase since 1990. The county's residents are about evenly divided between urban (Wausau and its adjacent communities) and rural areas. The 2000 census indicated that minorities made up 6.2% of Marathon County's population and 14.1% of the city of Wausau's population. This figure represents a 107% increase since 1990. The largest minority group in the county is Southeast Asian (5,715 individuals). In the past three years, Marathon County has seen a renewed influx of Southeast Asian immigrants from Thai refugee camps. More than 500 new refugees arrived in the Wausau area within the last two years. Although other minorities account for only about 2% of the county's total population, there continues to be a slow increase in the Hispanic population in the smaller rural communities, like Athens, on the western side of the county. In 2000, the median age of county residents was 36.3. Residents age 65 and over made up 13% of the population and another 27% of residents were under 18 years old. The age 85 and over population grew 49.7% from 1990-2000, the largest rate change since 1990. A much greater percent of the minority population is under age 25 in comparison to the percent under age 25 in the general population.

In 2000, Marathon County had 16,210 households with children. Of those households, almost 20% (3,190) were single parent or non-married couple family households. The 2004 median household income was \$48,451 in the county and \$36,831 in the city of Wausau. The county's per capita income was \$29,992. For 2002, the US poverty level was set at \$18,244 for a family of four. The number of individuals living below the poverty line was 6.6 % of the county population and 7.2% of the families in Wausau. The poverty rates for the elderly (8.2%) and children were similar (8.5 %). The majority of low-income residents live in either the city of Wausau/ Schofield or in the farthest west municipalities that border on Taylor and Clark counties. In 2000, 18.8% of residents lived below 185% of poverty. The county's unemployment

rate in 2005 was 4.2%. However, the rate for minorities has been significantly higher. In 2001, the minority unemployment rate was 12.9% as compared to 4.1% in the county as a whole.

### Food Insecurity in Marathon County

In 2005, there were 10,256 county residents (4,560 children) receiving FoodShare, or 8.15% of the total population. Participation in the Food Share program increased 104% from 1999-2005. In a 2002 survey of Marathon County WIC clients, 41% reported being food insecure and 17% reported being food insecure with hunger. In 2005, the Marathon County WIC program estimated that it was serving 77% of eligible county residents. Additional food security indicators include school lunch, breakfast, and summer meal program participation. In 2005, 26% of Marathon County children were approved for free or reduced price lunch in school. Average daily participation in this program was 4,482 students. This number reflects an 8.10% increase in daily participation from 1999-2005. There are six schools in Marathon County that have greater than 50% of their total enrollment who qualify for either free or reduced price lunch. All schools are in the Wausau School District which does provide breakfast at all of their schools. However, on average, only 25% of all low-income students in Marathon County received both lunch and breakfast at school in 2005. An even greater disparity is noted with the summer meal program. Currently, there are two sites in the county providing summer meals. Consequently, only 7% of those students receiving a free/ reduced lunch during the school year also receive summer meals as compared to the state average of 15%. Food pantry participation is another indicator of food insecurity. For its size, Marathon County has relatively few pantries, only five. Compounding the problem of food accessibility is that of these five, only one is a non-emergency based pantry. In 2002, the Salvation Army assisted 2,256 families with food emergencies. The Eastside Pantry, the county's only non-emergency food pantry, continues to serve approximately 1000 patrons monthly. An additional indicator of food insecurity is the Salvation Army meal program participation. On any given day, between 90 and 150 meals are served at the Salvation Army. In 1997, a total of 27,282 meals were provided. In 2004, they served a total of 35,564 meals. These numbers reflect a 30% increase in participation.

### **Nutrition and nutrition education needs of Food Stamp Program recipients and other low-income residents of Marathon County**

In January 2007, the Marathon County Health Department and the Wausau Health Foundation released the latest update of the Marathon County Community Health Assessment that serves as a tool for improving the health of Marathon County residents as well as a reference regarding program priorities. One of six key health priorities that emerged as a result of this assessment is obesity and related disorders. Overweight and obesity are common health conditions and their prevalence is increasing. Excess weight is associated with increased incidence of conditions such as cardiovascular disease, Type 2 diabetes, hypertension, and many other diseases. In 2005, 35% of Marathon County residents surveyed reported being overweight (Body Mass Index of 27.3 or greater for females or 27.8 or greater for males). Another 26% were classified as being obese. This figure is nearly double the Healthy People 2010 goal of 15%. While there is a need to be concerned about adult weight in the county, there is an even greater need to be concerned about the state of our children's weight and subsequent health. In 2001, the CDC Pediatric Nutrition Surveillance Data found that 18% of 2-4 year olds participating in the Women, Infants and Children (WIC) Program in the county were overweight. This finding is well above the state average of 11.3%. Only Wisconsin's Indian reservations showed a higher percentage than

Marathon County. Clearly, there is a need for nutrition education for these low-income families with young children, especially on planning healthy meals and snacks. Another local study found even more disturbing news about the state of our children's health. In 2002, the Wausau Heart Institute initiated a long-term study of students in all seventeen Wausau Area District schools. With the help of the family, 200 students from grades 2, 5, 8 and 11 filled out a diet inventory, reported on physical activity, were measured at waist and hips, and had blood drawn to check for cholesterol and insulin levels. The study results, released in 2004, found that Marathon County kids were almost three times more likely to be obese than kids nationally. Other findings included that by 11th grade, 40% had a higher than normal blood pressure; abnormal cholesterol levels showed up in close to 40% of the kids; and about 25% had a pre-diabetic state known as insulin-resistance which rose to 50% among overweight students. This local study dramatically emphasizes the need for nutrition education for both school-age youth and their parents if these rather alarming statistics are to be reversed.

In 2000, only 10% of Marathon County residents engaged in physical activity for at least 20 minutes three times per week as reported in the Wisconsin Behavioral Risk Factor Survey. The Healthy People 2010 goal is at least 30% of the population will be exercising at this level. Marathon County reports an average of 27.3 deaths per 100,000 residents per year due to diabetes, compared with a statewide rate of 22.7 deaths per 100,000 residents. WIC, the Health Department, and the Wausau School District have all identified overweight/ obesity and sedentary lifestyles as key health problems in Marathon County. WNEP is partnering with all three of these agencies, as well as many others, on an obesity coalition called HEAL (Healthy Eating and Active Lifestyles). As a result of the Wausau Heart Institute study, one of HEAL's main goals is to improve health education programs in the schools with emphasis on nutrition and daily physical activity at all levels. The HEAL Coalition's first major project was initiated in early 2005. Three area school districts cooperated with the coalition to conduct the School Health Index at select schools. Additionally in 2005, Marathon County was selected as the pilot county in the state for a nutrition and physical activity intervention with fourth grade youth called "Footprints to Health". This intervention, coordinated by the HEAL Coalition and the Wisconsin Nutrition and Physical Activity Workgroup (WINPAW) and funded by the CDC, took place during the summer of 2005. The second phase was to select a school neighborhood and carry out an intervention in multiple settings and at multiple levels. The program is designed using the Social Ecological Model, which provides a framework for describing individual change within the context of social change. This model targets several spheres of influence: the individual, family, organizational, community, and policy/systems in order to improve the total health environment around the school. The selected neighborhood, Franklin Elementary, is one of the low-income schools we already work with. This intervention has been extended until May 2008. Hopefully, what we learn from this intervention will provide us with important information to use when assessing needs and planning educational programs in the future.

While there is good local research documenting the nutrition status of Marathon County youth, there is less information for adults. Therefore, we have relied more on agency staff observations. The staffs of both the Eastside Food Pantry staff and the Family Resource Center have commented that the majority of their clients seem to have limited cooking skills, making it difficult to cook from scratch, so there is heavy reliance on processed foods. In 2005, we began offering to pantry patrons small recipe booklets with simple cooking tips and easy recipes

utilizing their monthly commodities along with quick, easy meal suggestions. The booklets have been very well-received by both staff and patrons alike. Presentations at the Family Resource Center also focus on quick, easy ways to make healthy meals and snacks for both themselves and their families in addition to basic diet quality information based on the dietary guidelines. Research on low-income adults consistently shows that as income decreases, diet quality declines and incidence of overweight/ obesity increases. Therefore, there is also a need for practical, easily incorporated tips for prevention of weight gain.

According to the 2002 Wisconsin Behavioral Risk Factor Survey, seniors over 55 have the same dietary quality and overweight issues as younger adults. Although they are more likely to eat 3-5 servings of fruits and vegetables a day, they are also slightly more likely to be overweight and to suffer from lifestyle-related chronic disease. To better understand what kinds of health information Marathon County seniors would be interested in, the county's Aging and Disability Resource Center (ADRC) conducted a "Learning and Wellness Interest Survey in November 2004. Results are based on 254 returned surveys. Findings of interest include 53% of respondents think about health when deciding what to eat, 53% are satisfied with their current state of health, 20% made a personal lifestyle change related to better health but were no longer following the change and another 5% thought about making a change but went no further. Additionally 54% of respondents would use resources related to health and wellness. When asked about programming interests, 40% would attend a physical activity class, 31% would attend an educational series on a general topic and another 16% would attend on a specific topic. Specific topics listed were health and wellness and nutrition. Over 60% of respondents selected healthy cooking, heart health and weight loss as topics of "high" or "medium" interest. Over 50% selected nutritional topics, health wellness assessment, and a walking program as being of "high" interest. Based on this survey, I think we are right on target by continuing to offer our healthy cooking class series for low-income seniors.

### **Educational Projects planned for FY08**

**In School:** Teach nutrition using hands-on, interactive lessons in 41 classrooms at six low-income schools as part of the "Food, Fun, and Fitness" Program. Related nutrition information and follow-up activities for kids to do with their parents will be sent home with each lesson.

**After School:** Teach nutrition, simple cooking skills, and physical fitness as part of the "Magic Bean" summer school class, at Lincoln Elementary, the district's lowest income school. Additionally, teach nutrition and simple, healthy snack preparation to members of two low-income, at-risk summer 4-H clubs as well as members of the Wausau Boys and Girls Club.

**Preschoolers:** Teach the children/families of the Wausau School District at an at-risk, early intervention preschool. Lessons are conducted in nine classrooms and focus on an introduction to a variety of foods. Related nutrition information and follow-up activities for their parents are sent home with each lesson.

**Parents:** Single session group lessons conducted quarterly for court-ordered, low-income adults with children at the Family Resource Center on dietary quality, fitness, and feeding children topics. Additionally, parents will be taught at school "Family Fun Nights".

**WIC:** Teach monthly learn-while-you-wait nutrition lessons to WIC participants at two satellite sites in the county in addition to the Wausau office site. Lessons are planned with the WIC staff to meet their secondary education needs as well as the goals of WNEP and the dietary guidelines. Lessons cover the areas of food safety, dietary quality, and fitness.

**Senior Dining/ Cooking Classes:** Monthly multi-session group nutrition/ healthy cooking classes for low-income seniors that focus on dietary quality and food safety topics.

**Food Pantries:** Periodic learn-while-you-wait lessons for pantry participants will focus on simple, healthy food preparation tips for current commodity foods as well as other dietary quality and food resource management topics.

**Adult Education/ ESL Programs:** Provide single session group lessons to enrollees in both Hispanic and Hmong English as a Second Language (ESL) classes. Topics will include a basic introduction to American food, American cooking, and what it means to eat healthy using the new Food Guide Pyramid and serving sizes.

### **Food Security Programming Efforts Planned**

#### Methods or activities planned to raise awareness of hunger/food insecurity

In 1997, the Hunger Prevention Team of Marathon County (HPTMC) successfully completed a \$14 Food Shopping Challenge. Since then, the Hunger Team has found it much more difficult to conduct a successful awareness-raising activity. We have twice planned a Poverty Simulation only to have to cancel the event due to very low participation. However, in the upcoming year, I am hoping that our Extension office will come together across program areas to try again to host a Poverty Simulation as an Extension program rather than as a project of the Hunger Team. Marathon County had a very active hunger coalition from 1996-2002. During that time, the Hunger Prevention Team of Marathon County (HPTMC) accomplished many projects in its effort to alleviate hunger in Marathon County. Some of these accomplishments included establishing the 17-acre Wausau Community Garden, conducting a large-scale hunger survey of county residents, publishing four editions of a county Food Resource Guide, conducting the \$14/Day Food Challenge as a hunger awareness activity, coordinating the county's TEFAP commodity food distribution program, and hiring a full-time Food Stabilization Coordinator to plan food drives and other hunger-alleviating activities. However, despite these successes, the Hunger Team saw a dramatic fall off in membership over time. Additionally, because we were unable to continue funding the Food Stabilization Coordinator position, the Hunger Team had to give up some of its most successful programs, such as coordinating the Wausau Community Garden and the commodity distribution program to other agencies who took them on as part of their own agency's mission. Consequently, the team lost its focus. I had hoped that in 2007, the Hunger Team could be started again, but many of the agencies who were active on the team before have now become very active on Marathon County's HEAL (Healthy Eating, Active Lifestyle) coalition and are reluctant to take on another meeting right now.

#### Methods planned to compile data and assess status of food security

The food security status of Marathon County residents has been assessed in a variety of ways. A large-scale county-wide hunger survey was conducted in 1997. That survey showed that the majority of the food insecure in Marathon County was Asian families with children. The results

led the Hunger Team to concentrate its efforts on establishing the Wausau Community Garden. More than 300 Asian families participate in the garden each summer. The food security status of county residents is reported through the media and also through the biannual publication of the "Marathon County Life Report" by the Community Planning Council. The latest report was released in January 2006. This report includes information on various hunger indicators including figures on the numbers of patrons served at the food pantry, meals served at the Salvation Army, and the number of families participating in the free/reduced price lunch program. Additionally, the information we are able to obtain from the Wisconsin Food Security Project website that is specific to Marathon County also helps us to look at trends over time as well as other indicators that are not available in the "Life Report".

## **Plan for Food Stamp Nutrition Education in Marquette and Waushara Counties during fiscal year 2008**

### **Overview of Food Stamp Nutrition Education in Marquette and Waushara Counties**

The Marquette County Wisconsin Nutrition Education Program (WNEP) began in 2000 in response to several community agencies and county departments who expressed the need for nutrition education to specific food stamp eligible populations. Initially, the focus of program was dietary quality with older adults and families with children. Due to changing needs, the main target audience is now youth. However, nutrition education is also an important component for adults who are receiving FoodShare and take part in the Job Club program at the Job Center.

In the years since WNEP started in Marquette County, a strong relationship has developed with the Montello Early Learning Center (Head Start), the Marquette County Commission on Aging, Marquette County Care & Share Food Bank, Marquette County Job Center, and the Westfield School District. The Extension Education Committee, Extension colleagues and Maternal Child Health Committee members continue to provide valuable input about programming.

Based on a needs assessment conducted during the winter of 2006, it was identified that there was a need for WNEP programming in Waushara County. Several schools were identified as having more than 50% of their students receiving free or reduced lunch/breakfast. Nutrition program efforts through the United Migrant Opportunity Services (UMOS) will allow more low-income Hispanic families to receive nutrition education.

### **Characteristics of the low income residents in Marquette and Waushara Counties**

#### Demographics of Marquette and Waushara Counties

Marquette County is situated in the central region of the State and is home to approximately 15,000 people. Of the 1,612 families living with their own children, approximately 243 of these are female-headed households with no husband present. A 2004 Department of Workforce Development report showed an average unemployment rate of 7.5% for the county, compared to the state average of 5.5%. According to the December, 2005 Marquette County Workforce Profile, the average annual wage for people working in Marquette County is \$23,968. This is over \$10,000 below the state average of \$34,749. Based on the 2000 Census, nearly 8% of individuals in Marquette County are living below the poverty line and nearly a quarter of Marquette County residents have income below 185% of poverty.

Waushara County is more diverse than Marquette County and Hispanics make up 12.5% of the population. Residents in Waushara County are served by 5 different school districts. Three schools have 50% or more of their student populations eligible for Wisconsin Free or Reduced price lunches.

#### Food Insecurity in Marquette and Waushara Counties

According to the 2005 FoodShare data, approximately 10% of Waushara County residents are receiving food stamps and over 20% of children in both Waushara and Marquette Counties are enrolled in FoodShare. Similarly, just over 10% of Marquette County residents are food stamp recipients. According to the Care & Share Food Pantry Director, a total of 617 income-eligible families (1,490 persons) were registered for monthly distributions in 2005. This number represents nearly 10% of the Marquette county population. According to the 2002 Marquette County Health Needs

Assessment, over half (53%) of WIC households in Marquette County are food insecure and 21% are considered food insecure with hunger. Food insecure households do not always have a reliable source of food and may rely on emergency sources of food such as food pantries.

### **Nutrition and nutrition education needs of Food Stamp Program recipients and other low-income residents of Marquette and Waushara Counties**

The 2002 Marquette County Community Health Needs Assessment showed specific nutrition needs for low-income residents in the county. Marquette County death rates from diabetes from 1995-1999 were twice as high as rates for the state. Among the general population in Marquette County, about one-third of adults aged 18 and older were estimated to be overweight based on self-reported height and weight. This high rate of obesity could be correlated to a lack of physical activity.

Lack of physical activity has a substantial impact on the health of Marquette and Waushara County residents. Information from the 2005 Wisconsin County Health Rankings show that 80.1% of Marquette County residents and 63.9% of Waushara County residents are physically inactive. According to the Weight and Health Demographics piece from the University of Wisconsin-Extension, the percent of young people who are overweight has more than doubled in the last 20 years. Of those ages 6 to 19, 15% are overweight and another 15% are at risk of becoming overweight.

Research shows Americans are now eating more than one third of their food away from home. This is a concern because food obtained away from home tends to be higher in fat, saturated fat, sodium and sugar and lower in calcium and fiber than food prepared at home. Information from the March, 2004 Dietary Quality National/State Research Summary showed that only 17% of Americans consume the recommended number of fruit servings per day and only 30% meet the dietary recommendation for milk and dairy products. Similarly, the average adult consumes only 60% of the recommended daily servings of vegetables. The 2005 Wisconsin County Health Rankings show that 87.3% of Marquette County residents and 77.5% of Waushara County residents consume less than 5 fruits and vegetables per day.

### **Educational Projects planned for FY08**

**In School:** Marquette County WNEP will partner with the Westfield School District to provide bi-weekly multi-session group nutrition education to students (ages 5-11) in each classroom at the Neshkoro and Coloma Elementary Schools. Ten lessons in each classroom will be conducted on dietary quality, physical activity and food safety topics. Waushara County WNEP will provide nutrition education for high school students in the physical education and family and consumer sciences classes.

**After School/Summer School:** Waushara County WNEP will provide lessons to elementary-age students enrolled in the after-school programs at the Parkside, Redgranite, and Riverview Elementary.

**Preschoolers:** Marquette County WNEP will provide education to children in the morning, afternoon, and all day classes at the Montello Early Learning Center (Head Start). A series of three lessons will be provided with the focus on eating fruit & vegetables, hand washing, and trying new foods.

**Parents:** Marquette County WNEP will reach the parents of the children at the Montello Early Learning Center (Head Start) through an evening parents' group meeting. Two lessons for parents will

be on the importance of serving fruits and vegetables to kids and tips for getting young children to eat them, as well as a lesson on shopping for food. Parents will also receive copies of the Food \$ense Newsletter on a quarterly basis. One additional one-time group lesson will be provided for parents and children at the center.

**Job Centers:** Marquette County WNEP will partner with the Marquette County Job Center to provide a nutrition lesson (one-time group) each month for Job Club participants. Food \$ense Newsletters will be distributed to FoodShare clients of the Job Center.

**Senior Dining:** Attendants at the Marquette County dining sites and home bound individuals will receive the Food \$ense newsletter four times a year through when it is included in the Commission on Aging newsletter.

**Food Pantries:** The Marquette County WNEP Coordinator will attend twelve monthly Care & Share Food Bank Committee meetings to update them on current programming and collaborate with members to provide nutrition education to pantry clients. Food \$ense Newsletters will be distributed quarterly through the Care & Share food bank distribution. The Nutrition Coordinator will also provide one, one-time group educational lesson to clients at each of the four food bank distribution locations.

### **Food Security Programming Efforts Planned**

#### Methods or activities planned to raise awareness of hunger/food insecurity

The Marquette County WNEP Coordinator will collaborate with the Marquette County Family Living Educator to organize programs that would raise awareness of food insecurity in Marquette County. Possible programs may include a follow-up session to the previous poverty simulations, or the distribution of “Hunger Close to Home” materials to Marquette County Board members, Care & Share Food Bank Committee and Maternal Child Health Committee members. A Bridges Out of Poverty session may be offered for community partners, family service agencies, and county officials.

#### Plans to increase involvement of community groups in efforts to address food insecurity

The Marquette County WNEP Coordinator will work with the Care & Share Food Bank volunteers to build awareness of food insecurity issues in Marquette County. Several volunteers are already planning to attend the statewide hunger summit this fall.

## **Plan for Food Stamp Nutrition Education in Marinette and Oconto Counties during fiscal year 2008**

### **Overview of Food Stamp Nutrition Education in Marinette and Oconto Counties**

Since 1993, the Extension Education Committees of the Marinette and Oconto County Boards have jointly supported the Wisconsin Nutrition Education Program. Over this time, the project has developed strong relationships with local agencies that ensure consistent contact with area food stamp-audiences. The use of multiple teaching strategies helps to create access and learning opportunities that would not otherwise exist in our rural, resource poor counties. Education is conducted through home visitation, adult workshops, school classrooms, cooking classes, mailings, and learn-while-you-wait sessions. We also utilize a community garden as a setting to provide nutrition education and as a means to contribute to local food security efforts.

### **Characteristics of the low income residents in Marinette and Oconto Counties** Demographics of the Counties

The adjoining northeastern Wisconsin counties of Marinette and Oconto rank 3<sup>rd</sup> and 14<sup>th</sup> in geographic size among the state's 72 counties. The January 2006 population estimate for Marinette County was 44,543, and 38,690 for Oconto County. According to the 2000 census, both counties are better than 98% white by race. During the first five years of this decade, Oconto County's growth rate of 7.5% was well above both the state and nation, with most occurring in the southern portion, near the metropolitan Green Bay area, while Marinette County has grown by just 1.0% since 2000. Each county contains a number of small rural communities where a steady loss of industry and negative economic growth has created serious hardship for many working families over the last decade.

A significant portion of the population is among the working poor. For example, both counties have average weekly wages below \$499, compared with the Wisconsin average of \$687. Unemployment rates for both counties consistently track above state and national averages. For example, during January of 2007, Marinette County was at 7.5% and Oconto County at 7.2% compared with a state average of 5.5% for that period.

Many area job seekers are required to seek employment outside of their home counties. For example, data from the Wisconsin Department of Workforce for January 2007 indicate that the two counties' combined civilian labor force totaled 3,213, while the number of openings posted on Job Net was just 294. Oconto County in particular is a net exporter of workers. According to the Wisconsin Department of Workforce Development, the county experiences net daily loss of over 6,500 workers to other counties, and of those workers who remain to work in Oconto County, about half are employed in jobs that pay poverty wages, according to a UW-Madison Center on Wisconsin Strategy study.

### Food Insecurity in the Counties

There are several indicators that food insecurity is a concern in the two counties. First, records of the total number of individuals served by NEWCAP Inc, the primary provider of food relief in the region, indicate a 139% increase in numbers served from 2001 to 2006, from nearly 90,000 to over 215,400, while over this same period the agency distributed only 19% more food.

Moreover, the total amount of TEFAP food available for distribution by NEWCAP has decreased by 38%, requiring the agency to rely increasingly on donated food to meet demand.

FoodShare participation in Marinette and Oconto Counties has also risen sharply since the beginning of the decade. For example, Oconto County experienced a 130% increase in participation to 1,691 individuals from 2000 to 2006, while in 2005 alone participation in Marinette County rose by 398 participants. A final indicator is a 2002 WIC survey which identified 38% of participating Marinette WIC households and 42% of Oconto WIC households as food insecure.

### **Nutrition and nutrition education needs of Food Stamp Program recipients and other low-income residents of Oconto and Marinette Counties**

In general terms, the agency staff we have worked with over the past 14 years, as well as our nutrition educator staff, consistently observe and document associations between poverty and poor health among low-income households. The factors that make poverty-poor health connections strong—limited knowledge about how to improve dietary quality, reduced access to and utilization of health care services, and the need to spend a greater relative proportion of total income on food—are consistently evident among our low income populations.

A report by the University of Wisconsin Population Health Institute, entitled Wisconsin County Health Rankings 2005, summarizes the health of each county's population and identifies areas for potential improvement. The report ranks Oconto County 68<sup>th</sup> and Marinette County 56<sup>th</sup> among Wisconsin's 72 counties in "Health Behaviors," a category which includes the determinants "overweight and obesity" and "low fruit and vegetable consumption." These low rankings underscore concerns expressed by agency partners that obesity and under-consumption of fruits and vegetables are among the primary nutrition education needs for Food Stamp populations in this area.

Local food pantries stress the need to augment the quality of the food they distribute with more fresh vegetables and education on their importance to diet. Health and Human Services partners support the need for more intensive education to help parents more adequately meet the nutritional needs of their children. To promote self-sufficiency, partners at New View Industries site the need for education for their clients on improving basic cooking skills. Schools in Marinette County have identified poor overall eating habits and dramatic increases in numbers overweight children as primary concerns. The Aging Director in Oconto County sees a need for objective, consistent information on stretching limited dollars to help older citizens meet the challenges associated with aging. Finally, Job Service and CAP Agency partners cite the need to assist low-income families and adults in learning to manage limited financial resources to help improve their overall food security.

### **Educational Projects planned for FY08**

**School Day:** Education in 3 northern Marinette County Schools, and one in the city of Marinette, on improving diet and increasing activity. 1:1 education to eligible pregnant teens at Marinette HS.

**Job Centers:** Money For Food taught in Oconto and Marinette.

WIC- LWYW education for parents in Oconto, Oconto Falls, Mountain, Marinette, Crivitz, and Niagara on increasing fruit and vegetable consumption, reducing child obesity, and increasing activity. Also, quarterly newsletter sent to WIC clients.

**Preschoolers:** Education for Head Start children on increasing awareness and intake of fruits and vegetables.

**Parents:** Occasional presentations at request of UWEX Family Resource Center Coordinator. Centers provide education to low-income families across the county. Education for Head Start parents on increasing awareness and intake of fruits and vegetables.

**Gardens:** On-site education for learners in New View's Community Tours program, and for food pantry clients. Facilitate access to vegetables grown in the Oconto Community Garden to enhance food security. Information on using vegetables distributed in pantry bags.

**Health Clinics:** LWYW education in Oconto, Oconto Falls, Mountain, Marinette, Crivitz, and Niagara on fruits and vegetables consumption, reducing child obesity, and increasing activity. Also, quarterly newsletter to clinic clients.

**Senior Dining:** Group presentations on basics of healthy eating at six Oconto County Sites. Topics: calcium intake through diet, fiber, fluids, Dietary Guidelines. Insert in bi-monthly newsletter. Topics: nutrient density, role of whole grains, and food safety.

**Food Pantries:** LWYW education at NEWCAP pantries in Oconto and Marinette. Also, occasional LWYW presentations at Salvation Army and St. Vincent DePaul pantries in Marinette. Topics: role of fruits and vegetables, resource management and shopping behavior. Education linked to seasonally fresh fruits and vegetables via Community Garden to pantries.

**Disabled Adults:** Cooking classes and educational community tours to grocery stores. Oconto Community Garden, food pantries, and other venues to low income DD adults served by New View Industries in Gillett in Oconto County. Group classes provided to Marinette County Community Support Program.

**Home Visits:** Services in each county in conjunction with our DHFS departments. Referrals from social workers. Topics: basic food preparation, shopping skills, resource management, child feeding skills, and food safety.

### **Food Security Programming Efforts Planned**

#### Methods or activities planned to raise awareness of hunger/food insecurity

Marinette and Oconto WNEP will raise awareness of local hunger and food insecurity through reports to the County Ag and Extension Committees. The WNEP Coordinator will share the Hunger Close to Home fact sheet with local stakeholders. Also, Oconto County UW-Extension has marketed a Speaker's Bureau brochure promoting the availability of staff to speak to groups in their various areas of expertise. The WNEP Coordinator is listed as available to speak on local food insecurity. The Oconto Community Garden addresses aspects of local food insecurity. Because it is located on school property, and because nearly all of the produce is donated to the

local pantry, the garden becomes an educational tool to teach students about the need to provide local assistance to address food insecurity. WNEP involvement in the garden project also plays a role in helping residents obtain nutritious, seasonal produce. Finally, discussion has been held with the Marinette County Family Living Educator regarding hosting a Poverty Simulation in the near future.

Methods planned to compile data and assess status of food security

We plan to work with area school districts to emphasize the importance of breakfast to learning. We also plan to work with school districts—particularly in Oconto County—to encourage enrollment in free or reduced-price school meals by eligible families.

Plans to increase involvement of community groups in efforts to address food insecurity

To compile data and assess the status of food security, we will tailor data already collected by UW-Extension and NEP specialists, and the WIC Program to describe the situation in Oconto and Marinette Counties. This case for the existence of local food insecurity can be further built by collecting data on county food share and food pantry participation rates, unemployment rates, and previously food security surveys conducted by our program.

## **Plan for Food Stamp Nutrition Education in Menominee and Shawano Counties during fiscal year 2008**

### **Overview of Food Stamp Nutrition Education in Menominee and Shawano Counties**

Menominee and Shawano Counties initiated the WNEP in 1994 to fill an educational gap for limited income families participating in or eligible for the Food Stamp Program. WNEP's primary goal is to develop and implement community based nutrition and resource management education programs with limited-income families. The majority of teaching is on a prevention level, working with school age children. This is based on community needs, of increasing trends of overweight youth and high rates of diabetes in the Native American population. Emphasis is also placed on increasing physical activity as evidence shows this prevents and/or decreases the age of the onset of diabetes. The WNEP program is working with the TANF and JOBS programs in both counties with focus on resource management issues.

### **Characteristics of the low income residents in Menominee and Shawano Counties**

#### Demographics of the Counties

Menominee County/Nation is the home of the Native American indigenous tribe of the Menominee's. The population is approximately 4,770 (2000). The majority of the population is Native American (84.8%) and Caucasian (11.9%). Menominee County/Nation population consists of 39.5% under 18 years old. The poverty rate is 28.8%, which is the highest in the State of Wisconsin. The College of the Menominee Nation conducted a study in 2003 to assess the incidence of diabetes in the adult population. It was determined that the incidence of diabetes in adults is 46% (ADA) with a third of cases currently undiagnosed. Non-insulin dependent Type 1 and Type 2 diabetes appears to be related to Native American ancestry (i.e. percentage "Indian Blood"). Risk factors include: obesity, poor nutrition, lack of exercise, and family history. Shawano County has a population of 40,664 (2000), with 91.6 % ethnicity being Caucasian and 6.3% being Native American. Shawano County has a poverty rate of 7.9% with 25.7% of the population under the age of eighteen.

#### Food Insecurity in the Counties

In Shawano County, according to the Wisconsin Food Security Project, 42% of WIC households are food insecure and 20% are food insecure with hunger. These percentages are comparable to the States rate. Food insecurity and hunger percentages according to the Wisconsin Food Security Project are lower for Menominee 40% and 10% respectively compared to Shawano. This does not correspond with other indicators that contribute to food insecurity in the county/nation. Menominee County/Nation has the lowest median household income in the state (\$29,440), the highest rate of poverty in the State (28.8%), the highest rate of unemployment in the state (10.7%), highest number of single mothers in the state (21.4%). There are no grocery stores, farmers markets, low-income family gardening and only one small food pantry. This county is also 6<sup>th</sup> in the state for the number of families who do not have a vehicle. Somewhere the data contradicts each other. These overwhelming factors certainly point to the fact that percentages for food insecurity are not representative of this population. There may be some facts that are processed through the tribe and do get to the state.

### **Nutrition and nutrition education needs of Food Stamp Program recipients and other low-income residents of Menominee and Shawano Counties**

The nutrition needs and educational needs in Menominee County/Nation are overwhelming. It is established that almost 40% of Native American youth 5-13 years of age lack a healthy diet and

physical activity, and with the high rate of poverty this increases the likelihood that these children will have a 5-fold higher risk of diabetes, along with heart disease, high blood pressure and adult obesity (WINGS Study, 2004). As these health issues can be prevented by early education it is important to provide concrete concepts about healthy life styles. It is also vitally important that parent education be part of the total education equation. Dr. Alex Adams, WINGS surveyed parental concern in regards to their children's overweight status on the Menominee, LOC, and Red Cliff reservations. The finding concluded that 44% of parents had little concern and 24% were not concerned at all. One conclusion was that parents are not making the connection between childhood obesity and the high health risk factors in later life. This definitely points to the need to educate parents about the risk factors, children's health and the connection between later health issues. Education content also needs to work with parents on healthy life styles to help decrease their risk of diabetes and heart related diseases.

Due to these major health issues there are many agencies that focus on nutrition and physical activity, especially the health care field. It is the consensus from all agencies that there are still not enough services/education, especially prevention, to address all the health issues.

Due to the high unemployment and poverty rates, teaching basic financial management is a need. To help families explore what they have and how to use it as efficiently as possible. Sharing ideas with each other, learning new resources and supporting each other.

Shawano County poverty rate (7.9%) has over 2,467 food stamp recipients and has over 1500 WIC participants. Low-income schools and agencies support the need for nutrition for adults. The percent of poverty with incomes below the 185% below poverty is 23.1%, ranked 37<sup>th</sup> in the state of Wisconsin. This is higher than the state average of 20.9%. There are approximately four low-income schools in Shawano County, most of which are rural outlying areas. Lack of resources for community involvement is prevalent, including preventative nutrition education for students.

### **Educational Projects planned for FY08**

**Schools:** Due to the high rates of overweight/obesity in children and the need for prevention of diabetes, especially with native children, schools aged children kindergarten through second grade will be the focus. Three schools in outlying areas of Shawano County and one public school in Menominee County will receive nutrition education. The ethnicity is primarily Caucasian and Native American. A series of four sessions is provided for each classroom. Focus is on the Food Guide Pyramid, food recognition, sometimes/anytime foods, health snacks and physical activity. Parent newsletters are sent with each student after each session to help make connections with parents. Schools activities and events will be attended to further reach parents directly with focus on the relationship between healthy lifestyles as a child to prevent adult health issues, especially diabetes.

**Parents:** Families and Schools Together (FAST). Due to the high rates of generational poverty and subsequently the high risk issues that this presents; health problems, lack of nutrition knowledge and unstable family environments the Menominee Indian School District has secured funds to work directly with these families. This is an eight week program to work directly with the parents and children as a family unit. It includes empowering parents, sharing a meal and cooking one of the meals, working on family issues, and allowing parents to have their own support group and children having kids time. The WNEP will provide cooking skills, recipes, and information on feeding large groups

and food safety to parents. Children will receive nutrition education in regards to dietary quality and food safety as part of “kids time”.

**WIC:** To reach pregnant mothers and parents of young children, Learn-While-You-Wait will be a part of WIC clinics on a monthly basis. This is a major avenue for our program to reach food stamp recipients. Nutrition education topics will be chosen based upon participant’s request, collaboration with Dietitians and WIC Directors. In general, especially in Menominee the focus is on preventing diabetes, healthy foods for young children and some basic nutrition concepts.

**Job Centers:** Participants of W-2 and TANF will receive two to three sessions focused around financial management. Basics such as knowing what your income currently is, budget planning, making food dollars stretch, and saving by being efficient with what you have. Sharing and discussion of strategies that work to save money will part of the sessions, so people can learn from each other.

### **Food Security Programming Efforts Planned**

Bridges Out of Poverty workshops have been held for local agencies, organizations and governments, with over 400 people attending the two day trainings. This is a community-wide effort to address the issues that face generational poverty families’ everyday and to create positive organizational change and mindsets/attitudes towards poverty families to better serve them. As part of this community effort a large committee is being formed including the schools, agencies, and clinic, governments, youth, and poverty families. The major issues facing Menominee will be addressed and work groups will be established to work on these issues. Due to the high rate of diabetes, heart disease, etc. a work group will be part of this effort. A program, Getting Ahead is also being offered to generational poverty families. It facilitates a process in which adults are viewed as problem solvers and they go through a process that allows them to look at their own life and by the end of the 20 sessions they have a written plan of changes and goals that they wish to achieve. One 20series of sessions has been completed and another is to begin in April. At this time Getting Ahead is being viewed as a long-term program in Menominee.

In Shawano County the Nutrition Educator will serve on a community nutrition group addressing issues with local school lunch programs, obesity, etc. There will also be collaboration with WIC on continuing work with the community gardening program, to help make fresh produce available to low-income families through the food pantry.

# **Plan for Food Stamp Nutrition Education in Milwaukee County during fiscal year 2008**

## **Overview of the Milwaukee County Nutrition Education Program**

The Milwaukee County WNEP was established in 1990 in collaboration with the Milwaukee County Department of Health and Social Services. The mission of WNEP is to develop and implement community-based nutrition education programs within a university research-based context. WNEP provides nutrition education to diverse, limited-income families, individuals, older adults, and youth. Participants are actively involved in lessons and activities aimed at building motivation and skills to make healthy food choices. They are taught to select foods and prepare meals and eat snacks, all of which are nutritious, safe, and affordable; to manage financial resources to improve food security; and to balance food intake with physical activity in accordance with USDA guidelines.

## **Characteristics of the low income residents in Milwaukee County**

### Demographics of Milwaukee County

Statistics from the 2000 census of the US Census Bureau indicate that the population of Milwaukee County is 940,164. Milwaukee County includes the city of Milwaukee and, like many urban areas in the US, has a very diverse population as reflected in those 2000 Census statistics. Those statistics show that the African American population is approximately 231,157 persons or 25% of the population; the Hispanic population is 82,406 or 9%; the Asian population is 24,145 or 3%; and the White population is 616,973 or 66%. In terms of age groups, older adults (over 60) comprise 16.4% of the population and children under the age of 18 represent 36.8% of the population. While the state of Wisconsin is among ten states with the lowest teenage pregnancy rates, the city of Milwaukee ranks at number two, second only to Baltimore in that category. There are 377,729 households in the County with 31.6% having an income of under \$24,999 per year and 31.7% with an income between \$25,000 and \$49,999 per year. Nearly 11% of the households have income less than \$10,000 per year. In other words, 11.7% or 26,454 families and 15% or 139,747 individuals live below the poverty level. Families with a female householder and no husband present comprise 30.7% or 18,405 families.

### Food Insecurity in Milwaukee County

Socioeconomic factors put Milwaukee County residents at a greater risk of poor nutritional status than the state as a whole. The city of Milwaukee, of course, contributes significantly to this greater risk. "As the seventh-poorest city in the U.S., it is not surprising that hunger persists in Milwaukee. According to the 2004 American Community Survey, 26 percent of Milwaukee residents were poor in 2004, a 4.7 percent increase from 2000. The metro Milwaukee area comprises one-third of Wisconsin's poverty total. Regarding Milwaukee's children, 41 percent live in poverty-stricken households, which is triple the state total; Milwaukee ranks fourth nationally for child poverty." (from *In Search of a Hunger-Free Community*, published by Hunger Task Force of Milwaukee, Feb. 2006). The major findings from this document also indicate the following about the Milwaukee metro area:

- Food insecurity remains a problem for many families. Despite reports of frequent emergency food use, food pantry and meal site users reported skipping and cutting the size of meals on a monthly basis.
- Children comprise a significant portion of emergency food households. More than half of food pantry households included children; almost one-fourth of meal site households included children.

- Food Stamps are not accessed by most emergency food clients. Fifty-five percent of food pantry respondents and sixty-six percent of meal site respondents did not participate in the program.
- Clients lack affordable housing. Respondents spend a disproportionate amount of income on housing costs.

The total number of food stamp recipients in Milwaukee County is 202,667 (adults = 99,413, children = 103,254) compared with 523,413 for the entire state, which means that Milwaukee County has 39% of all food stamp recipients in Wisconsin. From 1999-2004 the number of food stamp recipients in Milwaukee County increased 38% and the number of child recipients increased 24%. In addition approximately 70% of schools in the county are classified as high poverty compared with 28% for the rest of the state. The percentage of children in the county approved for free or reduced price lunch in participating schools is 57%. In the Milwaukee school district, an even higher percentage (77%) of the children qualify for free or reduced price lunch.

### **Nutrition and nutrition education needs of Food Stamp Program recipients and other low-income residents of Milwaukee County.**

Comparative statistics from a number of economic indicators demonstrate that the number of limited-income residents of Milwaukee County has been steadily increasing. Therefore, limited income individuals and families must be able to wisely and creatively stretch their food dollars. As a result, WNEP in Milwaukee County will continue to emphasize dietary quality within the context of a limited budget and educate participants on available resources in the community. Also, a growing and ethnically diverse population requires WNEP to provide lessons in the context of customary ethnic food preparation practices in order to maximize teaching effectiveness and outcomes.

Children in the Milwaukee Public School system as well as families/parents with children in MPS will continue to be a focus of nutrition education in the county particularly in light of statistics, which identify obesity and its related health concerns as an issue for all age groups. Milwaukee County statistics indicate that 36% of all adults (338,459) are obese and 13% of youth (27,400) are overweight.

Nutrition education will continue to be provided for older adults (65 and over) at senior sites sponsored by the Milwaukee County Department on Aging, as seniors comprise 13% (121,685) of the total population many of whom are living on incomes below the poverty level (9,783 or 8.5%).

WNEP will again respond to the needs of a very ethnically and racially diverse population in Milwaukee County. That response includes a diverse staff of nutrition educators, 2 of whom are Spanish speaking. These bilingual educators work with a continuously emerging Hispanic population in the county. US Census Bureau statistics indicate that the Hispanic population in Milwaukee County was 41,893 in 1990 and had risen to 82,406 in 2000. In addition WNEP provides participants with nutrition information that is pertinent to their racial and ethnic heritage as well using culturally specific food models.

### **Educational Projects planned for FY08**

**In School:** Nutrition sessions with the Milwaukee Public Schools (MPS) will use My Pyramid as the primary teaching tool to address basic nutrition/dietary quality with knowledge of the food

groups including choosing healthy snacks, increasing fruits and vegetables, and emphasizing the value of eating breakfast on a daily basis. Food safety practices will be taught as well as the importance of balancing food with physical activity. The School Day nutrition sessions with MPS will be presented to elementary school children in English as well as Spanish due to the increasing number of requests by MPS teachers for the bilingual educators. The typical curriculum will consist of 4 to 7 lessons per group, each lesson being 1 hour.

**After School:** Nutrition sessions will again be provided for elementary school students of MPS in the After School program during the school year as well as the summer programs for youth sponsored by the MPS Recreation Department. Like the School Day program, nutrition sessions in the After School program will use My Pyramid as the primary teaching tool to address basic nutrition/dietary quality with knowledge of the food groups including choosing healthy snacks, increasing fruits and vegetables, and emphasizing the value of eating breakfast on a daily basis. Food safety practices will be taught as well as the importance of balancing food with physical activity. The After School program will focus on elementary school children and consist of 4 lessons per group, 1.5 hour per lesson.

**Parents:** Parents of Milwaukee Public School students will again be given the opportunity to participate in nutrition classes at MPS Family Resource Centers. Lessons for parents will include making healthful food choices, handling food safely, meal planning and food shopping, with an emphasis on how to purchase and prepare nutritious meals and snacks consistent with needs of their family members. Multi-session groups will consist of 5 sessions per group at 2 hours per session. Bilingual nutrition educators will be used with Spanish-speaking only parents as well as culturally specific food models.

**Disabled:** Adults living with chronic mental illness will participate in nutrition classes at Transitional Living Services (TLS). Because the TLS philosophy encourages self-sufficiency for clients, participants will be taught basic nutrition and dietary quality, food safety practices, balancing food with activity, and increasing consumption of fruits and vegetables. Whether they eat at home or occasionally away from home, participants will learn to choose healthy foods and beverages.

**Senior Dining:** Nutrition education will be provided at senior meal sites sponsored by the Department on Aging in Milwaukee County. My Pyramid will be the primary teaching tool with an emphasis on dietary quality, food safety practices, choosing healthier foods with less fat and sodium whether at home or in a restaurant, balancing food intake with physical activity and food resource management and shopping behavior.

### **Food Security Programming Efforts Planned**

#### Methods or activities planned to raise awareness of hunger/food insecurity

To raise awareness of hunger Milwaukee County WNEP will develop displays and informational flyers highlighting hunger facts and resources that are available in the community to address food insecurity. The displays will be used at health fairs in schools and at community-based agencies, conferences, and as a compliment to the curricula used by WNEP educators. The informational flyers will be distributed to participants, to the general public, and to local officials. These displays and flyers will be in Spanish as well as English. WNEP will continue collaborative partnerships with organizations such as the Department on Aging, Milwaukee

Public Schools, Second Harvest, the Hunger Task Force to increase awareness of hunger and food insecurity through sponsorship of events in the community, which educate audiences on these issues.

# **Plan for Food Stamp Nutrition Education in Pierce County during fiscal year 2008**

## **Overview of the Pierce County Nutrition Education Program**

The Wisconsin Nutrition Education Program (WNEP) was initiated in 1995 as a result of welfare reform legislation in Pierce County requiring program participants to attend nutrition education sessions in order to receive benefits. Although current legislation no longer mandates nutrition education participation, service agencies as well as clients themselves, report the need for on-going food and nutrition education services. The overall goal of the program is to help strengthen the capacity of low-income families and individuals to establish and maintain economic security through the provision of a comprehensive food, nutrition and resource management education program. Pierce County WNEP is accountable to the Agriculture and Extension Education Committee of the Pierce County Board of Supervisors. The department of Public Health, Human Services and Office on Aging play an advisory role in the program planning.

## **Characteristics of the low income residents in Pierce County**

### Demographics of Pierce County

Pierce County has a population of 36,804 with 98% being white. Sixty-nine percent live in family households and 35% live in family households with children under 18 years (Census 2000). The self-sufficiency wage for Pierce County in 2004 was \$19.01, substantially higher than most counties throughout the state. The average earnings per job in 2000 were \$22,542 compared to \$30,006 for the state.

### Food Insecurity in Pierce County

The poverty rate in 2001 was 7.7% and child poverty rate was 5.0%. Single mothers head approximately 7% of the families. Twenty percent of renters pay at least 35% of their income in rent (Wisconsin Food Security Project). There were 1,182 food stamp participants in 2003 and 1048 Women, Infant and Children (WIC) participants in 2003 (Local Health and Human Services Data). The average daily participation rate in free and reduced lunch was 932 in 2003. A statewide food security survey completed in 2002 by the state WIC office revealed that 30% of Pierce County WIC participants reported being food insecure with 16% reporting hunger.

## **Nutrition and nutrition education needs of Food Stamp Program recipients and other low-income residents of Pierce County**

According to data from the Family Health Survey (WI Bureau of Health Information 1994-1998), approximately 14% of Pierce County residents age 65+ have diabetes, 41% have hypertension and 19% have coronary heart disease. The director of the local Office on Aging identifies dietary variety as a need for the elderly population including more fruits and vegetables. Food safety information is an ongoing need for this population.

The Behavioral Risk Factor Survey data (WI Bureau of Health Information 1991-1998) shows that 52% of the 18+ population has a sedentary lifestyle in Pierce County. Only 14% of Pierce County adults get regular and vigorous physical activity (WI Bureau of Health Information 1998, 2000). Data from the 2000-2001 Behavioral Risk Factor Survey reveals that 37% of the population is overweight but not obese and another 21% are obese (Western Region). In Pierce County, 13.7% of low-income WIC children ages 2-4 years were overweight in 2001 (CDC

Pediatric Nutrition Surveillance Data). The director of the local WIC program identified lack of fruits and vegetables in the diet, increased consumption of sweetened beverages, lack of whole grains (fiber), and inactivity as it relates to overweight and obesity as major nutrition related issues in their clientele.

### **Educational Projects planned for FY08**

**WIC:** Educational programming will continue with the Pierce County Public Health Department Women, Infant and Children's (WIC) project. Learn While You Wait sessions will be held at seven separate WIC clinics for approximately seven hours per day for an estimated 72 clinics per year. According to the WIC director, they average a monthly caseload of 635 participants. Major nutrition messages will include eating a variety of fruits, vegetables, and whole grains as well as choosing and preparing foods with less fat and sugar.

**Senior Dining:** Bi-monthly one time group sessions will be held at six senior meals sites throughout the county for an estimated 24 sessions per year. An estimated 360 contacts will be made with individuals age 65 and older during that time period. Topics will also include eating a variety of fruits, vegetables, and whole grains as well as choosing and preparing foods with less fat and sugar.

**Food Pantries:** Approximately 10 adults per month will be reached with Learn While You Wait educational programming at the Pierce County Food Pantry. Displays will be set up two mornings per month outside the food pantry. In addition, we estimate that another 20 adults will be reached during two monthly sessions at the River Falls Food Pantry.

### **Food Security Programming Efforts Planned**

#### Methods planned to raise awareness of hunger/food insecurity

Pierce County WNEP in partnership with the Hunger Prevention Council of Pierce County, Inc. provides a number of opportunities to increase the awareness of hunger and food security through news releases, food drives, radio spots, speaking engagements, booth at the county fair, poverty simulations, networking with other service agencies as well as promoting programs that serve the low-income population.

#### Methods planned to compile data and assess status of food security

Monthly usage reports from local food pantries are used to identify trends in community food security needs. The Public Health Department and Office of Aging also document and share data related to the status of food security among their clientele. Other agencies and organizations report about food and nutrition needs of their participants at the local Hunger Prevention Council meetings. In addition, members of the Pierce-St. Croix Housing Resource Network also report on the food security status of their clientele.

#### Plans to increase involvement of community groups in efforts to address food insecurity

As members of the Hunger Prevention Council of Pierce County, the UW-Extension Family Living Agent and WNEP Nutrition Educator are involved in increasing community group involvement by engaging citizens to volunteer to support efforts to provide nutrition and other related services to the low-income families and individuals in the county.

## **Plan for Food Stamp Nutrition Education in Polk and St. Croix Counties during fiscal year 2008**

### **Overview of Food Stamp Nutrition Education in Polk and St. Croix Counties**

WNEP started in Polk and St. Croix County with the support of county professionals because of the documented need of low-income individuals and families for practical nutrition education. Polk County joined St. Croix County to form a two-county WNEP project beginning in fiscal year 2003. The audience for St. Croix County focuses primarily on young families using WIC (84 site visits per year), disabled learners (10 visits per year), and an evening program which focuses on families whose children receive free or reduced lunch at school. St. Croix County also has a large food security project which trains food pantry volunteers and secures food for families through the Venison and Protein programs, Twelve Months of Giving Program, Community Meals, Super Valu semi donations, etc. The coordinator works with a Youth Nutrition and Physical Activity Task force which plans and implements programs such as Mileage Clubs in the schools and education for parents with overweight children. In Polk County WIC is also an important but smaller focus (48 visits per year). Polk County has two school districts that qualify for WNEP services in some or all of their elementary classrooms. At the request of teachers, the educator teaches monthly classes for these students. Weekly classes are also held for clients receiving food stamps---these classes focus on improving cooking and planning skills as well as budgeting money for food. The Polk County Educator has recently begun working with the WIC dietician to provide education at Farmer's Markets and to start a Share the Bounty program. Senior citizens in Polk County will be reached through monthly news articles in their newsletter sent out through the Dept. on Aging.

### **Characteristics of the low income residents in Polk and St. Croix Counties**

#### Demographics of the Counties

About 9% of St. Croix County families make under \$25,000 per year, but 17% of Polk County families fall in this lower range. Poverty rates for families with children under 5 years are 8.6% in Polk and 4.8% in St. Croix County. There are 931 families in the two counties below the poverty level. Many families in St. Croix County commute to the Twin Cities for work, allowing them to earn more money, but those left behind in lower paying jobs are struggling. St. Croix County has one of the highest self-sufficiency wages in Wisconsin, \$21.18 for one adult and two children, making it difficult for families who can't find jobs at that level. Coupled with rents and home costs in the price range of the Twin Cities, it is difficult for many families to keep up. In fact, 22.8% of renters are paying 35% or more of their income for rent, a clear sign of financial stress. The Director of Economic Support in St. Croix County finds that many of the people moving here to the area from the Twin Cities and elsewhere are in poverty. St. Croix County has an 82% food stamp participation rate for families in poverty; Polk County's rate is 84%. The food stamp participation rate for all children is 7.8% in St. Croix County and 12.7% in Polk County, an increase of 2% in both counties over the past year. The increase in food stamp enrollment from 1999 to 2005 has been remarkable, 173% increase in St. Croix County and a 79% increase in Polk County. The two counties have 5720 food stamp recipients with almost half of recipients being children. WIC enrollment in St. Croix County has also increased dramatically (21% in five years, 3% in Polk). Many recent plant closings and job layoffs have led to a great deal of situational poverty in Polk County. These newly poor families appreciate the down-to-earth approach to education, which is a hallmark of this program. English is spoken

as the sole language in 97% of the households in both counties, but 2995 people speak a primary language other than English. St. Croix County has seen some influx of Hmong people, and school districts are reporting more Hmong and Hispanic children in classrooms. St. Croix County WIC has recently seen an increase in families of diverse ethnic and racial backgrounds. Four to five percent of households in the two counties don't have access to a vehicle, the young families often walking to WIC to receive their vouchers and education from Nutrition Educators.

### Food Insecurity in the Counties

After compiling the 2007 WIC food security survey, it is evident that hunger has increased since the last survey was done a few years ago. Food insecurity for WIC clients, one of our primary audiences is 38% in St. Croix and 32% in Polk with hunger present in 22% of St. Croix County and 18% of Polk County WIC families, an increase of 5% in the hunger statistics in each county. About one third of the adults in both counties were cutting or skipping meals because there wasn't enough money.

A survey of St. Croix county food pantry users show that the main food that they want more access to is meat. A 2006/2007 survey of St. Croix County venison and protein project users shows that 59% of participants say that the extra protein "helps my family be less hungry", and for 23% of the participants the project supplied their only protein that month. Eighty-three percent run out of food before the end of the month sometimes, most of the time or always. Many local families have told us on a food pantry survey that their income simply isn't enough to cover expenses. The next most common reason for pantry usage included loss of employment, illness of family members, moving, and homelessness also contributed to pantry usage. Food pantries have been inundated with families requesting help the past two years.

### **Nutrition and nutrition education needs of Food Stamp Program recipients and other low-income residents of Polk and St. Croix Counties**

When asked what they would like to learn about, Food Stamp recipients in the JOBS program taking the NEP Money for Food classes in Polk County, responded in part as follows:

- 100% said How to eat some meals away from home without going broke
- 84% said Tips for shopping for food that will really save money
- 84% said Tips for foods that every kitchen should have
- 79% said How to manage my food money so we don't run out by the end of the month
- 79% said How much money I should spend for food each week for my family.
- 79% said How to choose low cost nutritious food for my family

Meetings with staff at Polk County Economic Support have supported the importance of these topics. In addition to survey topics, staff simply wants their food stamp recipients to know how to cook the foods that are available to them.

Through conversations with public health staff and nutrition educators, WIC clients need to understand how to incorporate healthy foods into their diets, using foods that their young families will enjoy. In spring 2006 a written NEP survey was done with WIC clients in both counties with 143 returns. When asked about their main concerns or interests in shopping for and preparing meals for their family, the following percentages were indicated (they were allowed to choose two of the four):

- 49% said Cooking for my family
- 65% said Saving money at the grocery store
- 57% said Understanding good nutrition

- 25% said Getting my family to sit down and eat together

When asked what they would like their local educator to focus on next year, they responded with the following (they were asked to check their top three)

- 66% said Smart Snacking
- 66% said Fast, Convenient, and Cheap Meals
- 32% said Family Focused Meal Time
- 14% said Using Whole Grains
- 14% said Protein Power
- 48% said Focus on Fruits and Vegetables

Mentally disabled adults in St. Croix County usually just have mild dysfunction, but it impairs their ability to plan and prepare nutritious food for their families. Often depression is a complicating factor. In the past, interacting regularly with the Nutrition Educator has helped lift depression in some clients, facilitating their learning. Their support group director indicates that they need to learn to safely prepare nutritious food.

School children in two Polk County school districts meet the criteria of over 50% on free and reduced lunch. According to educator and coordinator conversations with teachers and food service personnel, the youth need to learn about the importance of choosing and trying healthful foods from all the food groups. Balancing food intake with physical activity is also a concern as obesity rates rise. These children seem to learn best with interactive lessons.

Senior citizens who receive our newsletter have health concerns typical to seniors everywhere. They need to include more fiber in their diets, get more exercise, and eat more fruits and vegetables and, in general, understand the latest food and nutrition advice for their age group.

Families Whose Children Receive Free and Reduced Lunch: We know that many of our low-income families are struggling to provide nutritious meals at low cost. As recommendations for amounts of fruits, vegetables, and whole grains increase, families continue to tell us that they can't afford these foods. They often don't own a cookbook, don't have appropriate cooking utensils, and don't know how to cook. This frequently puts them on a fast-food or highly processed food diet low in fiber and other important nutrients. We know that childhood and adult obesity is increasing at a rapid pace. In St. Croix County a recent check of preschooler's BMIs in two school districts showed that half were overweight or at risk for being overweight. Families whose elementary-school children receive free/reduced lunch in the Glenwood City School district were sent a survey in spring 06. Ten families returned the survey with nine indicating that they would be interested in attending the cooking skill/nutrition NEP classes in the fall as a family. All of the topics listed received some votes, but the top interest areas were smart snacking followed by fruits and vegetables and family meal times. Also of interest to half the families was changing American portion sizes, dairy products, smart shopping, and protein power.

Many adults using the Farmers Markets don't understand how to use all the vegetables provided. WIC encourages use of this fresh produce resource, but adults need to feel comfortable knowing how to cook the vegetables.

## **Educational Projects planned for FY08**

**Jobs Centers in Polk County:** Food Stamp recipients attend a series of four 2 hour classes taught on a weekly basis throughout the year by the Polk County Nutrition Educator. Topics include healthy fast foods on a budget, budgeting for food, stocking a kitchen with food staples, shopping with a list and practical cooking skills.

**WIC in St. Croix and Polk County:** Nutrition Educators use interactive flip charts and educational brochures at WIC to teach clients about choosing healthy foods and making nutritious meals for their families (48 times in Polk, 82 times in St. Croix at community sites throughout the counties, teaching six different topics throughout the year). Topics presented during the next grant year will include

1. Fast, Convenient, and Cheap Meals (requested on survey)
2. Physical Activity
3. Grains
4. Cover and Bake (one dish meals)
5. Fall's Healthy Harvest (pumpkin, squash, and sweet potatoes)
6. Protein Power without Meat

**Disabled adults in St. Croix County:** The nutrition educator will teach ten 1 ½ hour classes for disabled adults at the Health Center where they hold their regular support group meetings. All classes will have hands-on instruction in preparing nutritious meals.

**School Day:** Youth in two schools in Polk County will benefit from seven 45 minute classes held monthly and taught by the educator during the school day. Frederick (3rd-6th grade) Unity (1<sup>st</sup>, 3<sup>rd</sup>, 4th grade). She will focus on helping youth understand, appreciate, and try healthy foods from all the food groups. She will also focus on balancing food and physical activity.

**Families whose children receive free/reduced lunch:** The St. Croix County educator and coordinator will offer four-week evening classes in St. Croix Central School District and Baldwin-Woodville School district for families whose children are enrolled in the free or reduced lunch program. A walking activity will be added this year. The main focus is to teach the families to work together to prepare healthy, low-cost nutritious meals and to make family mealtime a priority. The county WIC dietician will team teach with the Extension staff.

**Parents at Farmer's Markets** in Polk County will learn how to prepare the vegetables that are received. Nutrition Educator will team up with the WIC dietician to focus primarily on the low-income parents and children at the markets. They will attend four markets.

**Senior Adults** in Polk County will receive a monthly newsletter which includes nutrition information from the Polk County Educator.

## **Food Security Programming Efforts Planned**

Methods or activities planned to raise awareness of hunger/food insecurity

In St. Croix County news articles will be written quarterly which discuss the semi load shipment of foods to the county and include hunger data and information about county residents. Similar articles will be written discussing the venison and protein program.

The compilation of written resources about food pantries, school lunch, and other food resources for financially-stressed families continues to be a food collaborative function—the brochure highlighting these resources is being discussed with WIC clients, and many other agencies are using it. The Food Resource Collaborative will continue to plan a Food Pantry volunteer recognition/education event to raise awareness of poverty issues and recognize volunteers. The Nutrition Educator will have a booth at Farm City Days highlighting food security issues on behalf of the collaborative. The collaborative will explore the possibility of offering an Empty Bowls Hunger Awareness Program with the New Richmond School District and in cooperation with the Youth Nutrition and Physical Activity Task Force. One role of the NEP staff will be to educate the children in the New Richmond School District regarding the reality of hunger issues, so that they understand why they are sponsoring this program.

#### Methods planned to compile data and assess status of food security

The WIC offices in both counties shared the hard copies of their new hunger food security survey. Results were compiled for this grant but will be used for several years. On an ongoing basis in St. Croix County, we survey the participants in the protein and venison program to determine various food security outcomes such as whether they run out of money for food before the end of the month.

#### Plans to increase involvement of community groups in efforts to address food insecurity

In St. Croix County the collaborative will continue to work with Super Valu to coordinate quarterly semi-load deliveries of food. This involves securing a business willing to volunteer space and equipment such as fork lift for unloading, distributing food to area pantries, contacting pantries and agencies prior to delivery to find out what foods they can take, thanking partners involved, etc. We also will continue to pick up food supplies from Feed the Children in Eau Claire as they become available. We currently supply 17,000 pounds of venison per year valued at \$25,500 with solicited grants/donations of \$5344 to support meat processing, other protein valued at \$3791.63, and \$120,000 dollars in Super Valu Food delivered by the semi load three times a year. All of this food goes to families in need using area food shelves, community meals, WIC programs, Economic Support Programs, etc. Our UW Extension nutrition educator teaches 672 families each year how to stretch their food dollar to provide nutritious food for their families.

The St. Croix County Nutrition Educator will continue to serve on the Baldwin Community Meal Committee comprised of area church representatives serving about 250 families each month.

The Nutrition Educator in Polk County is working with the WIC dietician to begin a Share the Bounty program to share garden produce with low-income residents.

## **Plan for Food Stamp Nutrition Education in Portage and Wood Counties during fiscal year 2008**

### **Overview of the Portage and Wood Counties Nutrition Education Program**

Healthy Beginnings Portage County (HBPC), which began in 1997, finds that its original focus continues to meet the needs of first time families. The major focus is on providing once a week home visits to limited-income first time families. Programming related to this focus is funded by County funds in addition to Food Stamp Nutrition Education funds, thus allowing the educational programs to expand their range of topics to include child development and parenting. The goal is to support families to be self-sufficient in raising their children to be healthy, productive adults. Programming offers learning opportunities in the areas of brain and child development, managing food resources, practicing thrifty shopping, nutrition, parenting, and wellness. The second focus is on community-based nutrition education targeted to food stamp eligible households. The goal is to offer learn-while-you-wait, group learning opportunities and a bimonthly newsletter addressing the following areas: choosing/preparing safe, nutritious, and affordable meals and snacks; increasing consumption of lower fat/higher fiber foods; balancing physical activity with healthy eating; managing food dollars and accessing community resources for food security. HBPC is also exploring opportunities to provide nutrition education to the elderly and adults with physical and/or developmental disabilities, and in some cases their caregivers. This would take place in groups and/or individually in a home setting.

Wood County Wisconsin Nutrition Education Program was a new program in 2006. It began as a joint program with Adams County and in 2008 will become part of Portage County. In 2008 WNEP will focus on providing education and resources for dietary quality, balancing food and physical activity, food safety and budgeting for food dollars to low-income families as a strategy to provide clients with educational information that helps them transform their lives. At this time, about 30% (3612 of 12,352) of the potential population is being served. As the program identifies more sites for services and expands into the northern part of the county, this percentage of contacts will increase. Wood County has identified three key audiences for services in 2008. These audiences are: low-income seniors and adults with disabilities living independently, elementary school children as identified by free and reduced lunch statistics and other qualified school groups where families meet food stamp eligibility, along with those who have children at WIC and Head Start.

Since Wood County WNEP is a new program, 2008 will focus on teaching and maintaining programming at low-income sites in the southern part of Wood County while beginning limited outreach through WIC and Senior Nutrition to the northern part of the County. Although there are pockets of poverty throughout the county, the long term plan is to gradually increase the range of the WNEP program to encompass the entire county.

### **Characteristics of the low income residents in Portage and Wood Counties**

#### Demographics of the Counties

Portage County demographics are comprised primarily of the following populations: 95.7% White; 2.2% Asian; 1.4% Hispanic or Latino. Between 1990 and 2000 there has been a marked increase in Asian residents (99% increase) and Hispanic or Latino residents (69% increase). The poverty rate for Portage County is higher than the state average (9.5% compared to 8.7%), and

only 66% of eligible county residents are enrolled in the food stamp program (statewide 102% of eligible residents are enrolled). Additionally, Portage County has relatively high food costs – 3rd highest out of 25 reporting counties. The Portage County 2005 Hunger Profile reports the following trends for residents with earnings less than \$25,000: 15% of households have skipped meals because there wasn't enough money for food; 10% of households with children were not eating enough because there wasn't enough money for food; 20% of households were needing to choose between food and other necessities, with nearly 1/3 of this group needing to choose almost every month. The Portage County 2005 Hunger Profile also reports that the food insecurity rate among county residents was 36% and that the number of requests for emergency food has increased 55% since the year 2000.

Wood County has a population of 75,234 (2005 updated census data). The population is primarily white (96.5%) with a significant Hmong minority (1.7%). 1.1% of the population is Hispanic. 68% of all households are described as family households with the household size averaging at 2.47. Of all County households, 14.2% are adults with an identified disability. 67.1% of the population is in the labor force with a median income of \$36,344. 7.8% of the population is below the poverty line. Unemployment has decreased from 6.1% in 2003 to 5.7% due to changes in area industries. At present, 2.79% of seniors are currently receiving food stamps. Elderly poverty rate in 1999 was 8.66% and mean Social Security income is \$12,167. Grandparents raising grandchildren is 3.4% (338) of the total senior population.

### **Nutrition and education needs of Food Stamp Program recipients and other low-income residents of Portage and Wood Counties**

Food insecurity is a major area of concern in Portage County, with 36 % of county residents experiencing food insecurity. Our most vulnerable citizens are at risk for hunger and under-nutrition. The effects of food insecurity on infant and young children are startling. Consider that 80-90% of human brain mass develops by the age of three. Without proper nutrition during this period, cognitive delays result. According to Dr. Larry Brown of Brandeis University, children from homes experiencing hunger and food insecurity “get sick more often, have much higher rates of both iron deficiency anemia and serious ear infections and are hospitalized more frequently.” According to the Oregon Hunger Relief Task Force, other immediate affects of food insecurity on children are higher levels of aggression, hyperactivity, and anxiety. The younger a child is when exposed to hunger the more serious the long-term health consequences are likely to be. In fact, fetal under-nutrition results in low birth weight and affects the development of the kidneys, liver, pancreas and the skeletal mass of the baby. According to Susan Bagby, OHSU, low-birth weight is a more powerful predictor of adult cardiovascular disease than any other risk factor. This speaks directly to the need to provide nutrition education right from the start. Nutrition educators in Portage County have the ability to provide nutrition education to first time families shortly after the birth of their child when they sign up for our home visitation program. Families can remain in the program until their first child reaches the age of five. This long term relationship allows educators to provide consistent, family-specific information. It also enables the educator to address prenatal nutrition when subsequent pregnancies occur.

People with disabilities and seniors can be profoundly impacted by food insecurity as well. The administrative team and service coordinators of Community Cares Portage County – CCPC (the agency that individualized long term care services to seniors and to adults with physical and

developmental disabilities in Portage County) identified nutrition education as a major gap in services during their quarterly meeting in October 2005, particularly as it applies to improving food security and choosing a healthful diet. Portage County WNEP educators will work with CCPC clients individually and in groups when referred.

Portage County residents are among the estimated 76 million people in the United States sickened each year due to a food borne illness. A large percentage of these illnesses result from improper food handling practices in the home. Research has implicated the kitchen environment and food handling practices as follows: kitchens can be more heavily contaminated with fecal bacteria than the bathroom; 82% of sink faucet handles are contaminated during food preparation; 60% of people do not wash the cutting board after cutting raw meat or poultry and before cutting fresh vegetables for salads; 9% do not wash the work surface at all after cutting raw chicken; 44% consistently forgot to wash their hands properly before preparing meals; 49% thought that cooked food should be cooled at room temperature before being placed in the refrigerator or freezer; and only 12% always used a meat thermometer to check doneness. Since improperly handled or prepared food can lead to food borne illness and low-income families may be more at risk for serious consequences of food borne illness, Portage County WNEP will continue to underscore training and practice in this area.

At present, 10.67% of the population (8096) is a food stamp recipient in Wood County although the potential audience is 12,352. Adult recipients (4349) are slightly higher than child recipients (3747) although there appears to be more need among child recipients. According to U.S. Census data in 2000, 26.7% of all children in Wood County live at 200% of poverty. African-American (14.3%) and Asian (12.4%) children comprise the highest percentages of poverty. But, some services for food stamp eligible children are being under-utilized. Of the total enrollment of 14,660 students in the Wood County schools, 25.6% (3753) of enrolled children are eligible for free or reduced lunch while only 2985 or 20% actually participate. Summer meal sites are currently unavailable. Families with young children are also under-utilizing services for food stamp eligible families. Last year 2470 individuals received Women, Infants, and Children (WIC) services. On average about 73% received WIC services. Of those who receive WIC services, 38% of the households still report themselves as food insecure. 19% of these identify themselves as "food insecure with hunger" indicating the severity of food insecurity in the county. Many families are concerned about having enough food to last through the month and many of these families reduce their food intake to stretch the food dollar.

Based on Wood County UW-Extension collaborations with other agencies that serve food stamp eligible clients, educational needs for WNEP include budgeting for food dollars, dietary quality, concern about youth obesity prevention and reducing the risk for becoming overweight and food safety. In addition, with My Pyramid, it will be important to educate food stamp eligible families about new dietary and physical activity recommendations

### **Educational Projects planned for FY08**

**School Days:** Wood County WNEP will reach groups of students at schools with a population of students having 50% or more free and reduced lunch qualifiers with information about basic food safety including hand washing, dietary quality, and balancing food with physical activity.

Currently, three schools: Mead Elementary, Howe Elementary and Pitsch Elementary qualify for services.

**After School Programs:** Wood County WNEP will provide small-group education at after school programs where 50% or more of students are free and reduced lunch recipients. Education at these programs will focus on dietary quality and balancing food with physical activity. In addition, families will be reached during evening family programs with information about dietary quality and balancing food with physical activity.

**Head Start:** Families with children at Head Start will be provided nutrition education opportunities during parent meetings on feeding toddlers and preschoolers. Nutrition education materials along with recipes and activities will be distributed to parents on the following categories: eating variety of fruits/vegetables; eating sufficient grain foods, especially those made from whole grain; making healthy choices from the milk group and the meat and beans group; planning meals and snacks; preparing food; and balancing calories from foods and beverages with calories used through physical activity. Nutrition lessons and activities with the children at Head Start will be offered three times during the year in each of the classrooms. Content will include eating a variety of fruits/vegetables in conjunction with the Community Garden, choosing foods and beverages to meet nutrient needs without eating too many calories, food safety, preparing food, and balancing calories from foods and beverages with calories used through physical activity.

In Wood County WNEP will provide a series of three puppet shows to young children on hand washing, eating a variety of food, and balancing food with physical activity. In addition to these programs, materials with more in-depth information about food safety, dietary quality and physical activity along with topics of concern will be offered to parents of young children.

**WIC:** Pregnant women and families with children at Almond, Amherst and Stevens Point/Plover WIC clinics will be able to participate in learn-while-you-wait activities covering the following topics: eating a variety of fruits/vegetables, balancing calories from foods and beverages with calories used through physical activity, utilizing community resources to improve food security, and choosing and preparing age-appropriate meals and snacks while modeling healthy eating.

Wood County WNEP will provide individual "Learn While You Wait" displays on topics appropriate for pregnant women and mothers with young children at Wisconsin Rapids and Marshfield sites. These displays will emphasize the use of WIC food package to stretch food dollars. A secondary focus will be encouraging parents and adults to model and encourage physical activity about as a balance for dietary intake. Individuals will learn in one-on-one or parent-child interactions.

**Adult Groups:**

American Cooking Club Asian American families with children or adults can participate in cooking classes (once a month during the school year) addressing: food safety, using food labels; planning meals and snacks; eating sufficient grain foods, especially those made from whole grain; making healthy choices from the milk group and the meat and beans group; and balancing calories from foods and beverages with calories used through physical activity.

Salvation Army Adults and parents with children residing at the Salvation Army's homeless shelter can participate in twice a month group sessions covering the following content areas: managing food resources and using thrifty shopping practices for nutritious foods, acquiring sufficient food to feed themselves and their families, and improving dietary quality.

**Disabled:** Adults with disabilities participating in Community Cares Portage County will be offered individual nutrition education and group sessions, when appropriate. Portage County nutrition educators will work with the client and the CCPC case manager to assess the individual's needs and develop an individualized service plan. Possible areas to be covered: improving food security; making food choices consistent with the Dietary Guidelines and MyPyramid; choosing foods and beverages to meet nutrient needs without eating too many calories; planning and preparing meals; managing food resources and using thrifty shopping practices for nutritious foods; and safe food handling, preparation and storage practices.

Wood County WNEP will provide education for a small group of food stamp eligible clients who live independently. The new program will be designed to assist them with independent cooking, food budgeting, dietary quality and balancing physical activity with food skills. Small group format will be used.

**Family Resource Center:** In Wood County WNEP will provide puppet shows for young children on hand washing and eating a variety of food. In addition, parent programs on feeding young children, infants, and toddlers will be provided for Early Head Start parents and Family Resource Center services will also be offered to Nekoosa Ho-Chunk Head Start families.

**Senior Dining:** Senior citizens at all (8) county senior dining sites will receive teaching sessions three times during the year addressing the following topics: meal planning and shopping for food in light of the new dietary guidelines, using community programs/resources to improve food security, and incorporating physical activity into lifestyle. Five sessions will also be offered on eating more fruits and vegetables by utilizing the Farmers' Market Vouchers.

Wood County WNEP will provide education at eligible senior nutrition sites with over 50% of the participant eligible for food stamps. Emphasis of programming will be dietary quality, physical activity and food safety. Presentations will be done in small group format.

**Food Pantries, etc:** Adults and families with children participating at TEFAP site (St. Vincent DePaul) and the Salvation Army and Operation Bootstrap Food Pantries will receive a bimonthly newsletter covering the following topics: community resources to improve food security, recipes highlighting common pantry foods, thrifty shopping practices, meal planning, seasonal food buying, and tips for living within a spending plan.

**Home Visits:** 50-75 First time families of infants and children will receive a series of interactive, in-home visit lessons tailored to their families' needs covering such areas as: making food choices that are consistent with the Dietary Guidelines and MyPyramid, food for pregnant or breastfeeding women, feeding infants/ toddlers/ preschoolers, food safety, planning meals and snacks, preparing foods, shopping for food, balancing calories from

foods and beverages with calories used through physical activity, and using community programs resources to improve food security.

### **Food Security Programming Efforts Planned**

Portage County WNEP plans on raising awareness of hunger and food insecurity in the community in the following ways: participation in Portage County Hunger Prevention Partnership, having WNEP staff represented on the Financial Wellness Board, participation in Wisconsin's Hunger Consortium and distribution of "Hunger Close to Home" to partner agencies and community members. Portage County WNEP educators will provide State approved evaluation tools to be used to evaluate community presentations when appropriate.

# **Plan for Food Stamp Nutrition Education in Price County during fiscal year 2008**

## **Overview of the Price County Nutrition Education Program**

The Price County Wisconsin Nutrition Education Program (WNEP) was initiated in the spring of 1994. The overall goal for the program is to provide research-based nutrition education across the lifespan. Our program consists of one-time educational opportunities, walk-by displays, multi-session education, and in-depth individual education.

Price County NEP staff has had the opportunity to work as part of community health coalitions that seek to provide consistent nutritional messages that are both timely and practical. We continue to articulate the needs of food stamp-eligible individuals within our communities. We are uniquely positioned to tailor our educational services to meet the needs of limited resource individuals.

## **Characteristics of the low income residents in Price County**

In 2001, the population of Price County was estimated to be 15,822 people, which placed it 63<sup>rd</sup> of the state of Wisconsin's 72 counties in terms of total population. In contrast, Price County is the fifth largest land mass. Indeed, only four other counties in Wisconsin have a lower population density than Price County. The population is distributed throughout rural portions of the county. This geographic isolation has a significant impact on both the health and food security of our population. One in four residents live below 185% of poverty, with 8.9% being at or below the poverty line. Food-stamp recipients face several obstacles when traveling to distant grocery stores and medical care facilities. Price County has been designated as both a dental and health care provider shortage area. In addition, 7.5% of the population does not own a vehicle and no public transportation is available. A larger number have some form of transportation that is unreliable at best.

Approximately 18.8% of Price County residents are ages 65 and older, which is significantly higher than the state average of 13.1%. The poverty rate for elderly in Price County is ranked 12<sup>th</sup> of the 72 counties at 10.6% of the population. Elderly residents of Price County attend the congregate meals or receive home delivered meals at an average of 6,774 per 10,000 seniors, which ranks in the top 1/3 of the state.

Price County has the third highest percentage of elderly individuals receiving food stamps in Wisconsin. In addition, it ranks in the top one-third of the percentage of children on food stamps as well as the percentage of the population below 185% of poverty.

Food choices are limited by the individual's ability to access one of the few grocery stores in the county. Often those in the most rural parts of the county rely on higher-priced convenience store foods because they are readily available. Fresh produce is not an option for many of these individuals. Furthermore, the system of food pantries is difficult to navigate for some residents because of the distance they must travel, the inconsistent hours of operation, and the reliance on "word of mouth" advertising. Often one must know whom to contact to access these food resources.

Research indicated that certain circumstances put households at greater risk for food insecurity and hunger. Households with a disabled individual are more likely to be food insecure. In Price County, nearly one in five residents over five has a disability. In Wisconsin, 41% of Food Share assistance groups contain at least one individual that is blind, disabled, or elderly.

### **Nutrition and nutrition education needs of Food Stamp Program recipients and other low-income residents of Price County**

According to research done by northern Wisconsin Public Health Departments, the most pressing public health need in the north is to decrease obesity. Many area families experience health problems associated with rural poverty, including inadequate health care, poor physical and mental health, inadequate transportation and lack of recreational opportunities that involve physical activity. Deaths in our area due to heart disease (172.8 per 100,000) and stroke (79.5 per 100,000) are alarmingly higher than the state averages of 160.8 per 100,000 and 62.3 per 100,000, respectively. Due to these factors, Price County, along with four other northern counties, was awarded funds through the Blue Cross/Blue Shield grant to address the obesity issue.

Only 13 percent of northwest Wisconsin residents report that they eat at least five servings of fruits and vegetables per day. Research shows, eating five fruits and vegetables per day can reduce the risk of heart disease and stroke. Increasing this number may influence the high rates of heart disease and stroke in Price County.

To further prove the case that residents in our area suffer from poor eating habits and physical inactivity, are the statistics compiled by the American Diabetes Association. The 2000 *Burden of Diabetes* document estimates that 11 percent of the populations in our area have diabetes compared to an average 8 percent for the state of Wisconsin.

Illness resulting from food borne disease has become one of the most widespread public health problems in the world today. An estimated 76 million people in the United States are sickened each year due to a food borne illness. Of those sickened, 325,000 are hospitalized and 5,000 people die. A large percentage of these illnesses result from improper food handling practices in the home. Seniors and those with weakened immune systems are particularly vulnerable to food borne illness. While providing lessons through home visits, educators observed frequent food safety violations, reinforcing the need for education of food safety topics.

### **Educational Projects Planned for FY08**

**WIC:** Attended walk-by lessons for participants at three WIC clinic locations in the county monthly.

**After School:** WNEP Educators will provide interactive lessons on nutrition/My Pyramid and physical activity lessons to youth, ages 5-11 who gather at "After-School Programs" and Summer Library Programs.

**Food Pantries:** Learn-While-You-Wait lessons will be taught to clients of the Lord's Cupboard Food Pantry approximately once per month.

**Preschoolers:** Nutrition and hand washing lessons to youth, age 4-5 who attend Head Start and Head Start Home-Based participants who attend scheduled “Socializations”.

**In-School:** Health Department Nurses distribute WNEP marketing materials to potential clients at elementary school visits, health check visits, kindergarten screening, etc.; youth 6-11 years.

**Disabled:** In-home education on food preparation, food safety, and nutrition to adults (w/o children).

**Senior Dining:** Lessons on nutrition and food safety topics for senior adults at five senior meal sites ten times each per year.

**Adult Groups:** Food Safety and nutrition topics education will be offered at income-eligible senior housing site in Park Falls. Hands-on food preservation lessons to seniors or adults at libraries where low-income audiences gather.

**Home Visits:** In-home education on food preparation, food safety, stretching food dollars, and nutrition lessons to adults (without children) or parents of infants/children.

**Parents:** Hands-on food preservation lessons to parents of infants/children at libraries where low-income audiences gather; monthly newsletter distribution to WIC sites, Head Starts, laundromats, senior meal sites, thrift shops, and food pantries. Educators will teach stretching food \$\$, nutrition, and food safety topics to Head Start Home-Based parents at their Socializations.

**Other:** Educators participate in the Price County Community Health Plan Coalition efforts to raise awareness and participate in activities to promote healthy eating and physical activity in the communities in Price County. Educators will teach learn-while-you-wait sessions at NTC/Job Center; geared to low-income CNA students who gather for classes there.

**Gardens:** Learn-While-You-Wait lessons will be offered at local farmer’s markets to WIC clients and seniors who are provided vouchers for use at these farmer’s markets.

# **Plan for Food Stamp Nutrition Education in Rock County during fiscal year 2008**

## **Overview of Food Stamp Nutrition Education in Rock County**

Low-income families must plan carefully to get the most from their food dollar. If they cannot plan and prepare healthy meals, they are at great risk for nutrition-related conditions such as obesity, diabetes and heart disease. That is why the UW-Extension Wisconsin Nutrition Education Program (WNEP) has been teaching practical nutrition and thrifty food shopping habits to young, low-income families in Rock County for more than 30 years. Since 1993, when the Food Stamp Nutrition Education Program (FSNEP) was added to the Expanded Food and Nutrition Program (EFNEP), the Rock County WNEP has focused on the nutrition education needs of both young families and school-aged children.

In recent years, the program has reached out to the growing Spanish-speaking population in Rock by offering nutrition education to adult students in English language and literacy classes and to Spanish-speaking children in elementary schools and after-school programs. In three years, WNEP educators increased the number of educational contacts with Hispanic adults and children by 433%, from 1,514 in 2003 to 6,564 in 2006.

## **Characteristics of the low income residents in Rock County**

### Demographics of Rock County

The Rock WNEP provides programs primarily in the city of Beloit and in a few areas of Janesville, where most low-income county residents live, according to the 2000 US Census. In Beloit, 12.5% of 35,800 residents live below the poverty level. Among Janesville's 59,500 residents, the poverty rate is 6.5%. In both cities, the highest rate of poverty (36%) is found among single-parent families with young children. The teen birth rate in Rock County is 40% higher than the state average. The Rock WNEP focuses on youth and young families in urban areas: These are the groups at highest risk for poverty and nutritional disease. They are also the groups who would benefit the most in the long-term from learning healthy eating habits.

The low-income urban populations of Rock County are more ethnically diverse than that of the county as a whole. For example, while only 4.6% of the 152,300 residents of Rock County are African American, they account for 15.4% of the low-income, inner-city Beloit population. Only 4.1% of county residents speak Spanish as their native language, but 9.1% of Beloit city residents are Spanish-speakers. Since Hispanic- and African-Americans have a higher risk of heart disease and diabetes than European-Americans, they are in greater need of education and motivation to improve their eating habits.

The Hispanic population of Rock County is young and growing-- in 1999, 19 births were recorded for every 100 Hispanic residents. From 1990 to 2004, the number of births to Hispanic mothers in Rock County rose from 26 to 194, more than a 7-fold increase. In the same period, the number of births to European-American mothers fell by 18%, from 1,960 to 1,643. Births to African American mothers declined about 30%, from 168 to 120. Young African-American women in Beloit are in particular need of prenatal nutrition education because they are more than twice as likely to have low-birth-weight babies as are Hispanic or European-American mothers.

### Food Insecurity in Rock County

In 2005 in Rock County, 9,869 children received Wisconsin FoodShare assistance, or about 24% of the total child population of the county. The number of children in the FoodShare program increased by 116% from 1999 to 2005. On average, 14,013 of the county's schoolchildren participated daily in free or reduced school lunch programs in 2005—a 30% increase since 1999. Every year, more Rock County schools report that 50% or more of their total school enrollment is participating in the free or reduced School Lunch program. Among families with children younger than five years old, 6,424 participated in the WIC Program in 2005. In a 2002 survey, 41% of WIC participants stated that they often felt "food insecurity," or lack of access to a variety of healthy foods. Sixteen percent reported experiencing hunger. Clearly, the young families of Rock County present a large potential audience for nutrition and food money management education. They need to learn every strategy to get the most health benefit from the food assistance they receive. If their children have a healthy diet, behavior problems and learning delays can be prevented.

### **Nutrition and nutrition education needs of Food Stamp Program recipients and other low-income residents of Rock County**

Aside from the inability to afford a variety of healthy foods, the main nutrition problem of low-income residents of Rock County is the same as that of other county residents: a sedentary lifestyle and a high-fat diet that contribute to obesity, diabetes and heart disease. According to the Department of Health and Family Services Wisconsin Healthy People 2010 Local Data Package (Feb. 2005 Edition), only 19% of all Rock County adults exercise vigorously for at least 20 minutes three times a week. Not surprisingly, the majority (55%) of adults in Rock are either overweight (32%) or obese (23%). Weight is increasingly becoming a problem for low-income children, too. In 2005, 26% of the 416 low-income children aged 3 to 5 years in the Rock-Walworth Head Start Program were overweight. Twenty-one or 5% of those young children had already become obese. Low-income parents need education and support to offer their children a diet rich in fruits and vegetables and opportunities to engage in low-cost physically active recreation. The children themselves need more exposure, in their homes, schools and their communities, to the pleasures of healthy food and physically active pastimes. WNEP surveys of parents of school-age children during 2007 indicate that children do indeed request more fruits and vegetables at home when they participate in WNEP activities in school.

Another practice that may reduce the incidence of childhood obesity in low-income families is breastfeeding infants for the six months of life. However, only about 15% of low-income mothers in WIC breastfeed longer than three months. In contrast, according to the 2001 National Immunization Survey, 51% of all new mothers nationwide are still breastfeeding to some extent when their babies are three months old. The Healthy People 2010 goal is to increase the percentage of mothers still breastfeeding at six months to 50%. According to Rock WIC nutritionists, low-income mothers know that breastfeeding is beneficial; but they need more prenatal preparation and postpartum support in order to feel comfortable and confident about continued breastfeeding.

### **Educational Projects planned for FY08**

**School Day:** In partnership with classroom teachers, WNEP educators will instruct more than 2,200 children aged 5 to 11 who attend the 15 elementary schools in Rock County in which the

enrollment in the free or reduced School Lunch program exceeds 50%. Children aged 5-8 will participate in a series of six one-hour “Nutrition and Literacy” lessons, in which they will listen to a story with a positive nutrition or physical activity message, and taste and discuss a variety of fruits, vegetables, beans, whole grains and low-fat dairy products. Children aged 9 to 11 will be engaged in “Professor Popcorn” lessons and encouraged to set goals to improve their fruit and vegetable intake and physical activity level. All students will be given newsletters with recipes, nutrition guidelines and physical activity tips to take home to their parents.

WNEP educators will also teach more than 1,300 teens aged 12 to 17 who are enrolled in the two middle schools and selected high school classes in Rock County in which the majority of students are eligible for free or reduced School Lunch. Most of these teens will receive an intensive series of 6 to 10 “Power of Choice” lessons in which they will set their own nutrition and physical activity goals and learn how to read food labels, choose fast foods wisely, recognize reasonable portion sizes, and prepare and taste a variety of fruits, vegetables, beans and whole grains. Teens who are also parents or parents-to-be will learn about breastfeeding, food shopping and appropriate child feeding practices. Most teens will explore computer websites to analyze their diets and write newsletters with healthy recipes, nutrition guidelines and money-saving tips to share with their parents and peers.

**Parents:** In partnership with teachers, principals and afterschool coordinators, WNEP educators plan to present at least 10 afterschool “parent night presentations” in low-income schools. At least 200 parents during the school year will attend healthy food demonstrations and discussions about how to encourage their children to have good eating and physical activity habits.

In September, the WNEP will send Community Baby Shower invitations to more than 300 pregnant women enrolled in the WIC Program. In concert with WIC and other local maternal-child health organizations, WNEP staff will present workshops to more than 50 women at the shower on prenatal nutrition, breastfeeding, physical activity during pregnancy, and appropriate child feeding practices. These women will be encouraged to enroll in the EFNEP home visitation program to receive further support for their health goals.

In the five years that WNEP has sponsored the Rock County Community Baby Shower, it has been noted that only about 5% of the shower attendees have been African American: Given that African-American families are at greater risk for obesity, hypertension and low-birth-weight babies, the WNEP will continue its collaboration with the African-American Infant Mortality Coalition to provide at least one health fair a year focused exclusively on the nutrition and health needs of African-American parents and their children.

More than 100 low-income Spanish-speaking parents enrolled in adult education programs will receive 10-12 lessons in nutrition, physical activity, and saving money on food. These adult education students will be reached through the Janesville and Beloit Even Start Programs and the Stateline Literacy Council. In addition, the WNEP staff will engage at least 60 Spanish-speaking parents in walk-by nutrition demonstrations and provide Spanish-language nutrition information at the Annual Latino Community Health Fair in March.

In 2008, in partnership with the Rock County Healthy Living Coalition, the Rock WNEP will obtain additional non-FSNEP funding for the publication and Spanish translation of 3,000 copies of the 36-page UW-Extension *Get Active in Rock County* guide. In simple language, this guide outlines how parents can set physical activity and healthy eating goals for themselves and their children. The bulk of the guide contains addresses and phone numbers of organizations in Rock County that offer low-cost, physically active family fun. WNEP educators will distribute this guide at health fairs, WIC clinics, and school parent nights. Physicians, nurses, and diabetic educators who serve Medicaid-eligible families will be given the guide, along with suggestions on how to use it in patient counseling.

**WIC:** More than 500 pregnant women and parents of young children will become more aware of ways to improve their diet, stretch their food dollar, and become more physically active through newsletters, displays, food demonstrations and interactive discussions and activities presented by WNEP staff at the WIC (Women, Infants and Children Food Supplementation Program) clinics in Janesville and Beloit. WNEP educators will present monthly breastfeeding classes in the WIC clinics as well.

### **Food Security Programming Efforts Planned**

#### Methods planned to raise awareness of hunger/food insecurity

The Rock WNEP coordinator will submit to the local newspapers at least one press release related to food security.

#### Methods planned to compile data and assess status of food security

Members of the Rock County Hunger Task Force will compile data on the usage of local hunger pantries.

#### Plans to increase involvement of community groups in efforts to address food insecurity

The Rock WNEP coordinator will chair two semiannual meetings of the Rock County Hunger Task Force. She will invite at least 15 local community groups to the Oct. 4 Wisconsin Hunger Summit.

## **Plan for Food Stamp Nutrition Education in Richland and Sauk Counties during fiscal year 2008**

### **Overview of Food Stamp Nutrition Education in Richland and Sauk Counties**

The Richland and Sauk Counties Wisconsin Nutrition Education Program (WNEP) began in 2001 to meet the nutrition education needs of limited resource families. Under the direction of a new coordinator in 2006-07, the program has expanded, providing services to a greater variety of community agencies. These include additional elementary schools, food pantries, senior dining centers, Head Starts, and a temporary housing facility. The WNEP Coordinator works closely with the Family Living Agents in each county to help guide community programming. Information about WNEP work is communicated to county officials via monthly reports, an annual presentation and a Sauk County UW-Extension newsletter.

### **Characteristics of the low income residents in Richland and Sauk Counties**

#### Demographics of the Counties

According to the 2000 census, the population of Richland County was 17,924. This is approximately one-third the population of Sauk County, which was reported to be 55,225 that same year. In Richland County, 17.2% of the population is 65 years of age and older, while Sauk County has 14.5% in this age group. Both of these are above the national rate of 12.4% and are projected to continue to rise. Both counties are approximately 98% Caucasian, however, 15% of the population in Sumpter Township, located in eastern Sauk County, is Hispanic.

The median household income in Richland County is \$33,998, which is well below the state average of \$43,791. It ranks #11 out of 72 Wisconsin counties in percentage of population with income below 185% of the poverty level. The overall poverty rate in Richland County is 10.1%, and the child poverty rate is 13.4%. Both of these are slightly higher than the state averages. The median household income in Sauk County is \$41,941, just slightly below the state average. The overall poverty rate and child poverty rate are below the state averages as well.

#### Food Insecurity in the Counties

WIC participants in both Richland and Sauk County report a food insecurity rate of 38%. The hunger rate in Richland County among this population is 13%, while in Sauk County it is 17%. These are both below the state average of 19%. Both counties experienced an increase in FoodShare participation in 2006. Richland County had 1,926 people receiving FoodShare, which is up 9% from 2005. Sauk County had 4,569 people participating, which is up 14% from the previous year. Education level is directly linked to earnings. The percentage of people in the U.S. who hold Bachelor's degrees or higher is 24.4%. This is greater than in both Richland and Sauk Counties. In Richland County, only 14.1% hold Bachelor's degrees or higher, and in Sauk County, 17.6% do.

Sauk County has six food pantries that are dispersed throughout the county. The Baraboo Food Pantry reports an increase in the average number of families served per month from 207 in 2005 up to 279 in 2006, clearly showing an increased need. WIC and Senior Farmer's Market vouchers are available during the summer, as well as community gardens targeting low-income households. Richland County has one food pantry. WIC Farmer's Market vouchers are available during the summer months. The county is currently without community gardens and the Senior

Farmer's Market Program. Expansion of Senior Farmer's Market is not an option at this time due to decreases in federal funding.

### **Nutrition and nutrition education needs of Food Stamp Program recipients and other low-income residents of Richland and Sauk Counties**

Obesity in Wisconsin continues to rise. As a result, so does the risk for diabetes, heart disease, hypertension, osteoarthritis and some forms of cancer. The prevalence of obesity is higher in individuals with the least amount of education and income. In addition, this economic group has a lower activity level. Persons entering WNEP in 2005 were asked if they were active for at least 30 minutes most days, 38% said sometimes, seldom or not at all.

Good nutrition is hampered by a lack of resources and a limited income. Food resource management can help improve the overall nutrition of low-income families and individuals. This includes food storage, handling and preparation to maintain nutrient values and food safety. Improperly handled and prepared food can lead to food-borne illness, one of the most widespread public health problems in the world today.

WNEP education can assist Richland and Sauk County residents with improving their diet and physical activity levels. Developing spending plans, planning meals and choosing low cost nutritious foods are some of the topics offered to assist with food resource management. Recent surveys indicate many consumers lack sufficient knowledge of appropriate food safety practices, which supports the need for education in this area by WNEP.

### **Educational Projects planned for FY08**

**School Day:** Several classroom visits at multiple grade levels will be provided to Jefferson, Lone Rock, and Lake Delton Elementary Schools. Lessons will include information on dietary quality and balancing food with physical activity. Take home educational materials will be provided for the families.

**Head Start:** WNEP will provide multi-session classroom lessons with short educational activities and accompanying parent materials. Topics will include hand washing, eating a variety of food and balancing food with physical activity. Visits on family fun nights will include topics and activities that apply to the entire family.

**Job Centers:** WNEP will provide the multi-county Food \$ense newsletter for distribution quarterly and information on food resource management will be provided upon request.

**WIC:** WNEP will have complimentary learn-while-you-wait displays and food samples available to pregnant women and young families.

**Gardens:** Richland County is starting a community garden to supply fresh produce to the local food pantry. WNEP will collaborate with other UW-Extension staff and community organizations for this project. Education will include: food insecurity awareness to program partners and safe food handling, preparation and storage of produce to food pantry recipients.

**Health Clinics:** WNEP will provide monthly education about dietary quality and the relationship between food and physical activity to families at the Richland County Health Check Clinics. Educational materials, including the Food \$ense newsletter, will be given to the nurses to use with their clients.

**Adult Education:** Lessons will be conducted at the domestic abuse shelter in Baraboo. Topics will include money for food and dietary quality. Usually clients have a short length of stay, therefore, single session lessons will be offered.

**Senior Dining:** Multi-session classes about dietary quality, physical activity and food safety will be taught at nutrition sites in Richland County. During Senior Farmers Market season in Sauk County, displays on fruit and vegetable promotion will be available.

**Food Pantries:** Information about how to use the commodities and foods provided by the pantry will be available at learn-while-you-wait displays at food pantries in both counties. The Food \$ense newsletter that includes a variety of nutrition, food safety and budgeting topics will be available to all food pantry clients.

**Home Visits:** WNEP will provide individual nutrition sessions to home bound clients as needed.

### **Food Security Programming Efforts Planned**

#### Methods or activities planned to raise awareness of hunger/food insecurity

WNEP will use local news releases, displays and presentations as needed to raise awareness about hunger/food insecurity. Conducting outreach for assistance programs and services may increase usage.

#### Methods planned to compile data and assess status of food security

WNEP will use the Food Security Profile for each county to assess status of food security. Statistics on food pantry use will be gathered in Richland and Sauk Counties. Trends will be identified and monitored.

#### Plans to increase involvement of community groups in efforts to address food insecurity

The WNEP Coordinator will be involved in the Richland County Community Garden programming to help alleviate hunger in the area. WNEP will continue to be a member of the Sauk County Hunger Prevention Council and work with other WNEPs in surrounding counties to address food security issues.

# **Plan for Food Stamp Nutrition Education in Rusk County during fiscal year 2008**

## **Overview of the Rusk County Nutrition Education Program**

The Nutritional Education Program began as a tri-county effort in 1994 in response to the Family Living Agent's effort to develop a collaborative program that would encompass the large population of food stamp eligible participants. Rusk County began its own program in 2005 bringing a new focus to the changing needs of the population. We have concentrated our efforts and our focus on the youth and their families. We have the opportunity to shape nutritional habits of youth in their formative years. Our work with the youth occurs in each school in Rusk County and the two head start centers that we have. We also work with the families of school aged youth to make sure the messages and information taught is carried over into their home environments. Multi-session group lessons have been an effective tool to distribute the nutritional information we are teaching to this population. Staffed walk-bys during parent/teacher conferences, newsletters, and our presence at after-school events ensure that the families of the youth are receiving nutritional information. We have significantly limited our use of home visits, occurring only with the elderly and head start families when we teach stretching the food dollar, and utilize the multi-session group lessons on a regular basis. By utilizing this approach we are increasing the likelihood that participants will change their behavior based on the topical nutritional information presented. Our county board committee receives monthly written and verbal reports from each educator in regards to the audiences reached and the teaching topic presented. Ongoing communication has resulted in strong support for our program as well as suggestions and questions from committee members.

## **Characteristics of the low income residents in Rusk County**

### Demographics of Rusk County

According to the 2000 U.S. census 15,347 individuals live in Rusk County with a very low minority percentage. The population of youth under 18 yields 24.8 percent of the total population with over half of these individuals living in poverty, 14.67 percent. In 2003 the Wisconsin Food Security Project revealed 46.75 percent of children in Rusk County were approved for free or reduced price lunch in the Schools. Seventy-Five percent of Rusk County schools are considered high poverty. The health of our youngest children, aged 2-4, is becoming a real issue. According to the Pediatric Nutrition Surveillance Data, 2001 reports that 13.5% of low income children between the ages 2 and 4 are overweight in our county. Local data indicates that children in the Headstart program fall in the following categories based on 65 children:

- 3 students with a BMI percentile of 20% or less
- 34 students with a BMI of 21-85%
- 13 students with a BMI of 85-94%
- 15 students with a BMI 95% or more

According to the 2000 census, there are 2,608 households in Rusk County. Of those households, 1,717 are households with families. The average earning per job in Rusk County is \$21,716 compared to \$30,006 statewide. Unemployment is also higher than the state average with 7.9 percent in Rusk County being unemployed compared to the state average of 5.5 percent. Obesity has become an epidemic in our nation and according to the Behavior Risk Factor Surveillance

System, 21 percent of Wisconsin residents living in the Western counties, including Rusk, are obese.

Of the total population of residents in Rusk County, 23.4 percent are over the age of 60; of these, 11.49 percent are in poverty.

#### Food Insecurity in Rusk County

The total number of residents receiving food stamps in Rusk County in 2004 was 1,540. Each of the following populations are targeted by our program due to the food stamp usage and high poverty rate indicated in each group. The number of youth receiving food stamps in 2004 was 679, indicating that 18 percent of the youth in Rusk County are receiving food stamps. The child poverty rate in Rusk County is 14.7 percent compared to 10.8 percent in Wisconsin.

The poverty rate in Rusk County is 11.8 percent compared to the state average of 8.7 percent. In 2004, 861 adult residents received food stamps. According to the Federal Nutrition Assistance Program, in 2004, there were 845 WIC participants. Forty percent of WIC households are food insecure with 12 percent being food insecure with hunger.

Rusk County's elderly nutrition programs include 6 congregate meal sites with 19,212 meals served in 2003. There were 74 (3.03%) elderly food stamp recipients in 2004.

#### **Nutrition and nutrition education needs of Food Stamp Program recipients and other low-income residents of Rusk County**

Rusk County continues to include agencies and participants in preparing educational programs. The results of a survey sent to agencies and participants in each of the following populations are as follows:

Youth under 18 years of age: Understanding the food guide pyramid, healthy snacks, serving sizes, eating fruits and vegetables, reading food labels, physical activity, and food safety.

*WNEP response:* WNEP will work in all of the elementary schools to address specific topics. Newsletters will be sent to parents of these participants with educational information on these topics and more. WNEP will be involved in the Strengthening Families 10-14 program and 3-5 program as well as the two Head start centers in our county.

Families with children: How to use the food guide pyramid, budgeting, making low cost meals, education on serving sizes for children and parents, maintaining a healthy weight for a healthy child, understanding nutrition labels, food safety. A budgeting program will also be implemented in collaboration with the Family Living Agent to address the food insecurity issue.

*WNEP Response:* WNEP will work with Head start families by participating in home visits with the parent educator to address budgeting issues. A monthly newsletter will be sent to each family throughout the year to bring educational nutrition education to these families. WNEP will also work with the Strengthening Families Programs in the county to reach parents on these issues. One on one budgeting will be offered in collaboration with the family living educator to reach families who are having difficulty stretching the food dollar.

Elderly population: Budgeting, food safety, a healthful diet, choosing and preparing foods with less fat, cholesterol and sugar, reading food labels, determining resources for food, physical activity

*WNEP Response:* WNEP will work in each of the Senior Meal Centers to bring topical information to the seniors. A one on one budgeting program in collaboration with the family living educator will reach seniors who are having difficulty stretching the food dollar.

### **Educational Projects planned for FY08**

**In School:** Adventure Day for Bruce Elementary School: Nutrition topics taught to elementary aged children on Adventure Day. Two to three staff per group.

Classroom lessons at Bruce Elementary School: Classroom lessons grades Pre-K thru 5 on food safety and the food guide pyramid. Two visits per classroom per year.

Classroom lessons at Bruce Middle School: Classroom lessons grades 6-9 on food safety and the food guide pyramid. Two visits per classroom per year.

Bruce School Special Ed. student nutrition displays: Special education staff working with special education youth with nutrition displays in the schools.

Winter Blues Day for Bruce Middle School: Six groups of middle school-ages students with emphasis on community projects related to nutrition and physical activity.

Classroom lessons at Flambeau Elementary School: Classroom lessons for elementary aged students grades Pre-K thru 4<sup>th</sup> on food safety and the food guide pyramid. Two lessons per classroom per year.

Classroom lessons at Flambeau Middle School: Classroom lessons for middle school aged students on food safety and the food guide pyramid. Two lessons per classroom per year.

Monthly Healthy Lifestyle lessons at Flambeau Elementary School: Monthly classroom lessons grades Pre-K thru 4<sup>th</sup> on nutrition and physical activity. Six 1-hour session, one time per month, 9 sessions per year.

Special Ed. Student Nutrition Displays at Flambeau School: Special education staff working with special education youth with nutrition displays in the schools.

Monthly Healthy Lifestyle lessons at Flambeau Elementary School: Monthly classroom lessons grades Pre-K thru 5<sup>th</sup> on nutrition and physical activity. Six 1-hour session, one time per month, 9 sessions per year.

Classroom Lessons at Ladysmith Elementary School: Classroom lessons grades Pre-K thru 5<sup>th</sup> on food safety and the food guide pyramid. Two visits per classroom per year, including special education classrooms.

Classroom Lessons at Hawkins Elementary School: Classroom lessons grades Pre-K thru 5<sup>th</sup> on food safety and the food guide pyramid. Two visits per classroom per year, including special education classrooms.

Special Ed. Student Nutrition Displays at Ladysmith and Hawkins Schools: Special education staff working with special education youth with nutrition displays in the schools.

Summer Classroom Lessons at Ladysmith Elementary: Nutrition lessons taught at summer school.

Walk-by at Craft Fair at Weyerhaeuser Elementary School: Attended walk-bys on nutrition topics and physical activity craft fair.

Classroom lessons at Weyerhaeuser Elementary School: Classroom lessons grades Pre-K to 5 on food safety and the food guide pyramid. Two visits per classroom per year.

Classroom lessons at Weyerhaeuser Middle School: Classroom lessons grades 6 through 8 on food safety and the food guide pyramid. Two visits per classroom per year.

Reading Nights for Weyerhaeuser Elementary: Nutrition lessons taught to elementary-aged children at Reading Night. Two Sessions.

Special Ed. student nutrition displays: Special education staff working with special education youth with nutritional displays in the schools.

**After School:** Trail's End Camp for Bruce Middle School Students: Nutrition lessons for middle school children at Trail's End Camp.

Lessons for Math and Reading Night at Bruce Elementary School: Nutrition topics taught to elementary aged children at math and reading night

Summer Classroom lessons at Bruce Elementary School: Lessons for elementary-aged summer school participants on nutrition and physical activity.

Summer Classroom lessons at Flambeau Elementary School: Plan for content of lessons to be taught: Lessons for elementary-aged summer school participants on nutrition and physical activity.

Summer classroom lessons at Weyerhaeuser Elementary School: Nutrition lessons on dietary quality and physical activity at Weyerhaeuser summer school program.

**Senior Dining:** One-on-one lessons on Money for Food for Senior Adults: One-on-one lessons on stretching the food dollar for seniors.

Learn-While-You-Wait lessons for Seniors: Attended walk-by for Seniors when farmer market vouchers are distributed.

Nutrition and food safety information at senior meal sites: Two teachings per month at five Rusk County Senior meal sites on nutrition and food safety topics.

Senior Newspaper—The Source: ½ page article in *The Source* senior newspaper.

**Parents:** Strengthening Families--Lessons taught to parents and their children on topics ranging from nutrition and physical activity to stretching the food dollar

One-on-one lessons on Money For Food for Head start Parents: Lessons on stretching the food dollar for parents in their homes.

One on one lessons on Money for Food for families in collaboration with the family living agent Newsletters for Parents/Families at Bruce School: Monthly Newsletter—*Healthy Lifestyles* for parents/families

Walk-bys at Parent/Teacher Conferences at Bruce School: Walk-bys on nutrition topics and physical activity

Newsletter for Parents/Families at Flambeau School: Monthly Newsletter—*Healthy Lifestyles* for Parents/Families.

Walk-bys at Parent/Teacher Conferences at Flambeau School: Attended walk-bys on nutrition topics and physical activity. Two sessions per year.

Newsletter for Parents/Families at Ladysmith and Hawkins Schools: Monthly Newsletter—*Healthy Lifestyles* for parents/families.

Walk-bys at Parent/Teacher Conferences at Ladysmith and Hawkins Schools: Attended walk-bys on nutrition topics and physical activity.

Newsletters for Parents/Families at Weyerhaeuser Elementary School: Monthly Newsletter—*Healthy Choices* for parents and guardians.

Walk-by at Open House at Weyerhaeuser Elementary School: Attended walk-bys on nutrition topics and physical activity at two open houses.

Walk-by at Parent/Teacher Conferences at Weyerhaeuser Elementary School: Attended walk-bys on nutrition topics and physical activity.

**WIC:** WIC Unattended walk-by; monthly unattended walk-by for WIC participants

**Preschoolers:** Bruce and Ladysmith Center - Nutrition lessons taught to Head start youth on healthy snacks and nutrition lessons – one per month each site.

# **Plan for Food Stamp Nutrition Education in Sawyer County and Lac Courte Oreilles during fiscal year 2008**

## **Overview of the Sawyer County and Lac Courte Oreilles Nutrition Education Program**

In 1997, the Wisconsin Nutrition Education Program (WNEP) began in Sawyer County. At that time, the Sawyer County Family Living agent along with several local agencies identified a number of nutritional needs of the limited income population in the county. In 1999, WNEP was also brought to the Lac Courte Oreilles Reservation. In the beginning, the nutrition program began with the learn-while-you-wait approach with participants in the senior meal sites and WIC programs. Since that time, the program has built a solid reputation and developed lasting relationships with local agencies, thereby increasing programming efforts to reach more people each year. Programming methods have expanded to include workshops, home visitation, and classroom lessons. WNEP staff work effectively to deliver relevant messages to our audiences in order to assist them in applying nutrition knowledge to improve eating behaviors, food preparation and food safety practices. We consult with key agency partners regularly in order to continue to be responsive to the changing needs of our audiences. WNEP staff report monthly to the Sawyer County Extension Committee and the Lac Courte Oreilles Extension Advisory Board. Program outcomes and their progress are shared with our partners and committees through monthly written reports and an agency update sent to all partners at the end of each year.

## **Characteristics of the low income residents in Sawyer County**

### Demographics of the County

The total population of Sawyer County is 16,713 with 16.1 % or over 2600, Native American and the majority of the remaining population being white. The unemployment rate is 5.6%. The US census of 2000 indicates that 12.7% overall in Sawyer County are in poverty, but also that a high range of residents of the Lac Courte Oreilles Reservation are in poverty with the range in reservation settlements ranging from 16% to as high as 43%. Of Sawyer county households who rent, 19% are paying at least 35% of their income for rent; 4.5% have no vehicle.

### Food Insecurity in the County

1917 people (up from 1569 in 2000) participate in the food stamp program and 991 are enrolled in WIC, with 55% food insecure. Of the two public school systems and one tribal school 52.07% of children are enrolled in free and reduced lunch. All schools in the county participate in the breakfast program with 100% of enrolled children participating. Food pantries reported this year, according to the Sawyer County Healthy Lifestyles Coalition, that use of food pantries has been on the rise steadily in the past two years. During this past year in Sawyer County, another food pantry was created to address the growing need; bring the total of food pantries in the county to 7. In 2006, Farmer's Market vouchers will be available to limited income seniors, but are currently not being given to the WIC program.

## **Nutrition and nutrition education needs of Food Stamp Program recipients and other low-income residents of Sawyer County**

Of those residents in poverty in Sawyer County, 67.6% receive food stamps. WIC participants in the County were surveyed and 25% reported experiencing hunger. Food pantry workers indicate many rising numbers reporting hunger on a regular basis. Deaths in Sawyer County in 2002

totaled 207 with 59 attributed to Heart Disease and Diabetes. 3.7% of children ages 2-4 enrolled in WIC are overweight. The Sawyer County Public Health Director has indicated that the percentages of overweight are much higher and rising in youth ages 5-17.

Through the Sawyer County Healthy Lifestyles Coalition, agencies working with the low-income population of Sawyer County and Lac Courte Oreilles have been working to address education in the following areas:

- Decrease the rate of childhood obesity and at the same time increase community awareness of childhood obesity and enlist community wide support in related efforts.
- Increase food security by increasing healthier food choices by working closely with food pantries to provide education to participants and by increasing educational efforts to improve resource management.
- Encourage a balance between healthy eating and healthy activity in developing a healthy lifestyle plan and providing education to do so.

Education in these areas has been productive for the past several years. The goal of the Coalition and of Sawyer County WNEP is to have a positive affect in helping families make appropriate behavioral changes in order to become healthier.

### **Educational Projects planned for FY08**

**In School:** Programming will occur in Hayward Community Schools, Winter Schools and on the Lac Courte Oreilles reservation with classrooms receiving two visits each during the school year. Education with students will focus on making healthy choices with nutrition and physical activity. A newsletter, Healthy Choices will be distributed monthly through the school year targeting families and; families in the primary and intermediate levels of Hayward School will participate in two WNEP nutrition workshops. Hayward teaching staff will participate in an 8 part series designed to assist them in extending the WNEP teaching the youth are receiving.

**After school:** After school programming will occur in the Hayward and Winter School Districts. Visits will occur twice each month of the school year. Stepping Up curriculum will be used to focus the youth on balancing healthy food choices and healthy activity.

**Parents:** A newsletter, Healthy Choices will be distributed monthly through the school year targeting families in all schools, childcare centers and 4-H and; families in the primary and intermediate levels of Hayward School will participate in two WNEP nutrition workshops. WNEP staff will make 3 presentations at each of the Head Start programs located in Hayward, Winter and Lac Courte Oreilles using the Stepping Up Curriculum. This curriculum will also be used at the Family Resource Center in Hayward during an 8 session series.

**WIC:** WIC sites in Hayward, Winter, Exeland and Lac Courte Oreilles will receive three walk by visits each month. The WIC director has asked that WNEP focus on programming to increase fruits and vegetable consumption and to give positive messages about increasing physical activity. The primary curriculum will be Stepping Up to a Healthy Lifestyle.

**Gardens:** Education in a series entitled, *Ready, Set, Grow*, will be used in two eight session series presented in collaboration with the Family Resource Center and at the Boys and Girls Clubs. Assistance will be provided by Master Gardeners.

**Health Clinics:** WNEP educators do one-on-one education at the Lac Courte Oreilles diabetic clinic weekly. Educational messages are focused on MyPyramid, making healthy food choices, portioning and choosing to be active.

**Senior Dining:** The WNEP educator will provide educational walk bys twice each month at 7 senior meal sites. Messages will be taken from Stepping Up curriculum and Nutrition for the Young at Heart.

**Food Pantries:** Monthly walk bys will be set up at each of 6 pantries in Sawyer County. Focus is on resource management.

**Home visits:** Home visits will occur with families located on the Lac Courte Oreilles reservation in collaboration with Honoring Our Children and Mino Majjesewin. Topics will be in the area of food safety and resource management.

# **Plan for Food Stamp Nutrition Education in Sheboygan County during fiscal year 2008**

## **Overview of Food Stamp Nutrition Education in Sheboygan County**

The Sheboygan County Wisconsin Nutrition Education Program (WNEP) originated in November 1993. The county department of Social Services and Health acknowledged there were many residents that had limited resources and incomes. They lacked knowledge to provide adequate nutrition to themselves and their families. The county identified they did not have sufficient knowledge or staff to teach nutrition education. They supported UW-Extension WNEP programming to do so. WNEP works to build and enhance food share participant family environment that enable them to prepare nutritious diets. Community based nutrition programs build support for the food share population.

## **Characteristics of the low income residents in Sheboygan County**

### Demographics of Sheboygan County

The estimated population of Sheboygan County in 2005 was 114,610. Since 2000, there has been an increase of 1.7% in the county's population. 23% are persons under the age of 18 years, 13.8% are persons over the age of 65. 5.6% of the county's population is under the age of 5 years old. The gross income in rent percentages are as follows: 3,451 residents pay over 35% of their gross income on rent. There are 533 residents that pay 30-34.9% of rent. It was estimated in 2005 there were 45,000 households consisting of 56% married couples, 28% people living alone, 10% other families and 5% non-family households. The average household size is 2.5 people and 66% of the households above were families. 6% of low income residents do not have a car and there is limited public transportation except in the city of Sheboygan, Sheboygan Falls and Kohler (with limited times the buses run-during the day). A higher amount of low income residents work second or third shift as food manufacturing, retail and hospitality jobs are the most available.

### Food Insecurity in Sheboygan County

In 2005, 5% of residents reported to be in poverty. 8% were children under the age of 18 years old. 3% were reported to be senior adults. Since last year, there has been a 200% increase in food share participation reported in Sheboygan County. The food bank and pantries have seen more than 3 times increase in the past 2 years. Many individuals are working but they are working for temporary services or in the Hospitality or retail areas for low wages without benefits. The unemployment rate shows to be lower than the state average. Many low income residents are subsidizing their income by utilizing community resources. Many manufacturing plants have been outsourced to countries outside the United States to cut down on costs. Many companies are opting benefits to newly hired employees offering part time and often temporary positions to save funds.

## **Nutrition and nutrition education needs of Food Stamp Program recipients and other low-income residents of Sheboygan County**

In Sheboygan County there is a wide range of low-income residents that are in need of nutrition education. Among adults there has been an increase since 2006 in overweight numbers. Among adults there is 65% reported as being overweight or obese compared to 63% two years ago. The prevalence of obesity tends to be higher among adults with the least education and incomes. The WNEP program plans to continue to work with various age levels of participants and help low

income/food share participants with better dietary practices and increase physical activity to help maintain healthy weights. Target audiences will be women with children, children and youth, single adults and elderly. Cross-programming and collaborations will continue.

### **Educational Projects planned for FY08**

**In School:** The WNEP program plans to work with Sheboygan Area School District Alternative Education programs with at-risk-youth, pregnant teens and runaway youth programs will consist of nutrition education activities, Hands on cooking sessions (from scratch and using commodities creatively), Money for food, healthy meal times and food sharing and physical fitness.

**After School/Summer School:** The Nutrition Education program and the agricultural program staff will work collaboratively teaching youth at various food share eligible sites. The Agriculture educator and 4H agent will teach youth how to plan and work in a community gardening project. The Nutrition Education Coordinator will work with youth teaching nutrition and cooking techniques saving money and eating fresh vegetables. Sites include Hmong Cultural Center and the Sheboygan Boys and Girls Club.

The WNEP program will work with staff planning cooking classes, nutrition and Fitness activities at the Boys and Girls Club of Sheboygan. Programs will be planned for at least 2 times a month and including the nutrition/gardening project during the growing season and possibly the Summer school lunch program if offered at the Sheboygan site.

**Parents:** The WNEP program plans to work with families and youth at Head Start with a series of sessions. Participants will learn how to prepare low cost meals and healthy snacks for children getting their children involved. Sisters in Health will be used as well as The Healthy Kitchen-La Cocina Saudable. WNEP will work in youth classes incorporating healthy eating habits/food safety and increasing fruit and vegetable intake.

**WIC:** The WNEP program will work with WIC- non-English speaking clients one time a month (Hmong and Hispanic) and at least 2 times a month with WIC clients for coupon pickup through Learn while you wait education displays and activities. Topics will include food safety, nutrition, food security and resource management tips and physical fitness.

**Senior Dining:** The WNEP program will work at two senior meal sites in Sheboygan and Sheboygan Falls. Also the WNEP program is planning to work at the senior low income housing site in Sheboygan. Topics will include nutrition education, food safety activities, food resource management, how to use commodity foods creatively and importance of physical fitness.

**Other Adult Groups:** Cooking and nutrition sessions will be planned and carried out for 2 meeting sessions in a month-24 sessions per year. Topics will include Money for Food sessions, cooking with commodities, food safety and nutrition activities and physical fitness activities. Teaching will take place at Health and Human Service-Mental Health (Open Door).

The WNEP program will work at the homeless shelter with adults and families with children working with Money for Food, menu planning and cooking activities. Other activities for food

share participants could include cooking on a shoestring, healthy holiday eating using commodities and cooking from scratch to save food dollars.

### **Food Security Programming Efforts Planned**

The WNEP Coordinator and the Family Living Agent will continue to plan, and carryout poverty simulations as needed in the county for various agencies. Agencies could include Health and Human Services, private agencies and local school district employees.

#### Methods planned to compile data and assess status of food security

WNEP will use the UWEX Hunger web page using county and state statistics to address needs on food security issues. WNEP and the family living agent will continue to work on various committees to increase collaborative efforts in the county such as the Child Obesity Coalition and Healthy 2010. Evaluations will be used from the WNEP website and verbal evaluations will be used as well.

#### Plans to increase involvement of community groups in efforts to address food insecurity

WNEP staff will continue to work at the food bank and pantries. The Coordinator is working on increasing free cooking sessions at the Salvation Army kitchen for a bi- monthly activity.

Various agency staff working with food share participants will work with WNEP for participants. The WNEP Coordinator will work with specialists on campus developing methods on how to develop a Summer Lunch Program within Sheboygan County again and how to best address food security issues within the county.

# **Plan for Food Stamp Nutrition Education in Walworth County during fiscal year 2008**

## **Overview of Food Stamp Nutrition Education in Walworth County**

As diabetes and obesity are on the rise in youth, it has become increasingly important for low-income families to make healthy and economical food choices. Since 1995, the Walworth County Wisconsin Nutrition Program (WNEP) has worked with low-income families in schools and has partnered with community agencies to teach safe food handling, managing food resources, and making healthy food choices. The purpose of WNEP is to develop and implement community based nutrition education programs for low-income individual families in culturally responsive lessons that take into consideration the strengths of each participant. The process is transformative. Educator and participants identify goals and areas of interest in order to plan lively and thoughtful learning experiences.

## **Characteristics of the low-income residents in Walworth County**

### Demographics of Walworth County

The demographics in Walworth County are rapidly changing. According to the 2000 census, the overall population of Walworth County was 93,759, representing a growth rate of 25% since the 1990 Census. It is expected to increase by 28% by the year 2030. The number of low-income families is expected to grow as job growth in higher paying industries decreases (Job Center Walworth). In 1999, 8.4% or 7,479 of Walworth residents lived in poverty. Many of these families are female-headed households.

The Latino population has grown dramatically in Walworth County, by 204% from 1990 to 2000. Sixty six percent of the Latino population lives in Delavan, Lake Geneva, Whitewater, or Elkhorn. This will mean increased efforts by WNEP to reach segments of this Latino population which otherwise may not have access to our nutrition programs. Working with Latino youth in schools is a start, but WNEP must also make connections with parents and try to involve them in our nutrition education programs in the schools. Efforts must also be made to reach dairy and other agricultural producers and their seasonal workers.

### Food Insecurity in Walworth County

In 2003, 5.21% of Walworth County residents were receiving food stamps. This is a 131% increase in participation between 1999 and 2003. An average of 1,435 residents use Women, Infants and Children (WIC) Supplemental Nutrition Program on a monthly basis. This represents about 82.8% of the low -income audience. Forty three percent of WIC participants were considered food insecure as of 2002. Walworth County WNEP will work in local WIC offices as well as participate in the Farmer's Market to encourage WIC families to buy locally grown vegetables and fruit as well as to promote the FoodShare program.

The need to continue nutrition education in the schools cannot be overstated. In 2003, 2,581 food stamp recipients were children. This represents 11% of the total food stamp population. Over the past eight years, there was a 72.4% increase in the participation rate of school age children who use the free or reduced lunch program. Therefore, our audience has grown. Through developmentally appropriate education and effective parent-school connections, we can reach out to more families than ever.

## **Nutrition and nutrition education needs of Food Stamp Program recipients and other low-income residents of Walworth County**

Low-income families in Walworth struggle to feed their families. Access to good, low-cost nutrition is limited not just by low-incomes but also by limited transportation and nearby grocery stores close to home. Community education that focuses on meal planning and resource management can be an important step in improving nutrition in low-income families. In a 2005 survey of 5,404 food stamp recipients in the state of Wisconsin, 35% responded that they were most interested in lessons related to getting more money for food and making their food money last.

In addition to resource management, WNEP can play an important role in addressing nutrition and related health issues. Obesity has reached epidemic proportions. Obese adults have higher rates of diabetes, high cholesterol and high blood pressure. Women with low incomes (130% of the federal poverty threshold) are 50% more likely to be obese than women with higher incomes. WNEP can begin to address these issues by offering conveniently located nutrition classes which focus on topics chosen by program participants.

But it is not only adults who suffer from these health issues. There is an alarming increase in children. More low-income Latino 2-4 year olds are overweight than are low-income African American or white 2-4 year olds. According to the 2003 data from the Centers for Disease Control, 12.5% of low-income 2-4 year olds enrolled in the Walworth County WIC program are overweight. It is important now more than ever to work with parents and with schools to provide information and lessons on healthy eating and physical activity.

As a result of a comprehensive needs assessment done in 5 counties (including Walworth), many local partner agencies are requesting culturally responsive nutrition education and materials translated into Spanish in order to meet the growing demands of the Latino population. Additionally, survey results reflect a desire for increased Latino youth programming and recreational activities in Walworth that are well advertised and affordable. Walworth WNEP will partner with local agencies in order to provide appropriate educational opportunities in schools, in the Job Center, and in other sites.

In conclusion, the Walworth WNEP program will increase its outreach efforts and seek to partner with diverse community agencies. However, there are challenges. Communities in Walworth County are far from one another. It is a challenge to provide nutrition education over which individuals or families, regardless of where they live, can feel ownership. For example, if a program is offered in Elkhorn, people from other communities do not attend. They may believe that it does not pertain to them or simply have no access to transportation or the time to travel to the site. Equal time and attention should be placed on the different communities to ensure that eligible participants have access to WNEP programming.

### **Educational Projects planned for FY08**

**In school:** Multi-session groups. Nutrition education classes of at least six one-hour sessions will be given to youth aged 5 to 11 years old at seven elementary schools in Walworth County. Some of these classes will take place in English as a Second Language classrooms. These series of

classes will focus on ways to enjoy eating fruits and vegetables as well as physical activity. More intensive nutrition education will take place in one area high school. Topics that will be explored include resource management and setting diet and physical activity goals.

**Parents:** Multi-session groups in two area high schools. Pregnant teens and teen parents will participate in a series of classes that will focus on breastfeeding, feeding infants and young children, food safety and resource management. Classes will be conducted in both Spanish and English where it is appropriate and needed.

**Parents:** Multi-session classes in one area high school with parents of high school teens. These single session workshops will focus on breastfeeding, physical activity, food safety, resource management and nutrition. Efforts will also be made to attend school family nights in cooperating elementary schools to offer workshops and information on topics relevant to low-income families.

**Parents:** Newsletters. The parents of elementary school children will be reached through newsletters throughout the school year. These newsletters will inform parents about the nutrition education at school as well as give families tips on how to incorporate healthy recipes and physical activity for their families. A similar newsletter will be mailed to WIC families, containing information geared to young children and toddlers. A similar newsletter will also be mailed to low-income story-hour participants in area libraries that will contain nutrition information and healthy recipes.

**WIC:** Learn while you wait. WNEP will provide a bilingual display to be changed every two months in Walworth County WIC clinic. A WNEP educator will staff this display two times a month in order to talk to WIC clients and teach short lessons on predetermined topics. Farmers Market- WNEP will collaborate with WIC and staff bilingual displays at local Farmers Markets.

### **Food Security Programming Efforts Planned**

WNEP staff will publicize the Food Security Summit to all partner agencies in Walworth.

WNEP staff will raise awareness of food security issues by conducting nutrition education workshops in local hunger pantries.

# **Plan for Food Stamp Nutrition Education in Washburn County during fiscal year 2008**

## **Overview of the Washburn County Nutrition Education Program**

The Washburn County Wisconsin Nutrition Education Program began in 1997. Several local agencies including WIC, Headstart, school districts, food pantry and the aging units had requested practical food and nutrition education for their food stamp eligible clients. These agencies along with others continue to partner with the Nutrition Education Program to help bring nutrition education to a diverse age group of low-income households.

## **Characteristics of the low income residents in Washburn County**

### Demographics of Washburn County

Washburn County has a population of about 16,601 persons and about 9.9% of the population has incomes at the poverty level. The average household size is 2.39 people. The 2005 average annual wage in Washburn County was \$25,086 is about seventy one percent of the average for the State of Wisconsin (Wisconsin department of Workforce Development 12/2006) divided by a full time equivalent of 2080 hours it falls below the self-sufficiency wage of \$12.55 per hour. In 1999 thirty-five percent of the population had incomes less than \$25,000 which is just below the current guidelines for 185% of poverty for a family of two (\$25,326). The median household income of \$35,423 also lags behind the state median income of \$46,538. A Washburn county full year female worker's median earnings are \$20,566, a single female heads 6.5 % of Washburn County households. There are 448 youth under age 18 living in poverty.

Washburn County is home to a growing older population; 3154 persons (19% of the population) are above age 65, nine percent of these people live in poverty. Census 2000 mean social security earnings were \$11,175 just above the current poverty guideline for a family of one of \$10,210.

About one fifth (21%) of households pay greater than 35% of their income for rent and 15% of homeowners spend more than 35% of their household income on homeowner costs. Washburn County low income residents are spread throughout the county not clustered in any one area. While about ten percent of Washburn county residents live in poverty, another twenty-five percent of county residents are struggling to make ends meet just above the poverty guidelines as incomes lag behind self sufficiency wage.

The Washburn County unemployment rate February 2007 of 8.4% is above the state average of 5.9% for that month. The county lost about 355 jobs from 2000 to 2004; job loss continued in 2007 with a plant closing.

### Food Insecurity in Washburn County

Washburn County Public Health WIC Food Insecurity rates are at about 43%. WIC participation currently stands at about 427 this is above the contracted caseload. The number of county residents who participate in the food stamp program is 1868.

About six percent of households have no vehicle, there is no public transportation, and in addition the increasing cost of energy including gas, electricity and heating fuel contributes to food insecurity as food costs increase and people compress food budgets to be able to purchase

these necessities. Those without a vehicle must rely on others for transportation for grocery shopping unless they are within walking distance to a food store; which often is more costly. Those who are employed take slightly longer than the state average to get to work reflecting a longer distance; as the price of gasoline rises work related costs increase.

The temporary Emergency Food Distribution Site serves on an average about 200 families and adults monthly. The Washburn County Food Shelf, which previously averaged about 250 households monthly, has noted an increase in households served each month.

Four hundred one households from the Spooner and Northwood school districts completed the school food security surveys in the spring of 2005, a participation rate of 77%. Our findings for families in Washburn County include: over twenty-one percent of families that responded to the survey are classified as food insecure, based on their responses to a series of questions. This includes 12% of families that experienced hunger in the past year. Food insecurity appears to be a bit more common among Washburn County elementary school families than among all families with elementary school children statewide. Based on the income reported by respondents to the school food security survey, some families appear to be missing out on programs for which they may qualify including free or reduced price school lunch and food stamps. Forty-three percent of families say that their children received free or reduced price school lunch in the past year; an additional 12% appear to be eligible. School enrollment eligible for free and reduced school meals at Washburn County Elementary Schools for the current year stands at 58% for Birchwood Elementary, 50% for Northwood Elementary School, 47% at Shell Lake K-2 and 45% at Spooner Elementary School.

Washburn County has 19.1 percent of non-elderly adults who are disabled; this population is at a greater risk of experiencing hunger and food insecurity than people without disabilities.

Food insecurity is not limited to the unemployed. In fact, 91% of all food insecure households from the school food security surveys reported at least one worker in the household, including 56% with at least one fulltime worker. (Combined Washburn County Two School Food Security Report)

### **Nutrition and nutrition education needs of Food Stamp Program recipients and other low income residents of Washburn County**

Low-income families may be eligible for a variety of nutrition assistance programs that can help provide food. The nutrition education program can help people learn about community food resources as well as other programs for which they may be eligible which will enhance food security.

Fifty nine percent of adults in the Wisconsin's Western Public Health Region are overweight or obese. Coronary heart disease is the leading cause of death in Washburn County and exceeds the rates of both the state and the western public health region. Local nutritionists report that diets are lacking in fruits, vegetables and other fiber rich foods such as whole grains. Local registered nurse case managers have noted increased incidence of referrals for diabetes education of people newly diagnosed with diabetes. Only 14% of adults engage in regular physical activity, a

prevention strategy for coronary heart disease, diabetes and obesity residents need information and encouragement to engage in inexpensive and safe physical activity with their families.

Washburn County has 19.4 % of non-elderly adults living with a disability. Independent living adults with developmental disabilities some need assistance learning how to prepare foods to maintain independence.

Participants want information on how to feed their families using foods that are available, budget friendly, quick, and healthful. People who work at community food resources share that foods they have to offer are left behind because families are not familiar with ways to use or preserve them for later use. Some participants have a limited food preparation skill or lack knowledge of safe food handling and storage times. People want recipes and meal ideas that will work for smaller families. Some participants want to learn how to grow and/ or preserve their own food. Families are looking for practical ideas on how to stretch limited resources to cover all their basic needs. In addition, families need help in identifying strategies that will work for them to be able to eat together regularly.

### **Educational Projects planned for FY08**

**WIC:** Women Infants and Children's Nutrition Program (WIC) Learn While You Wait Education Program will reach families with young children with nutrition education while they wait for WIC appointments or checks. Topics will be planned in collaboration with the WIC nutritionist based on participant needs.

**Preschoolers:** Distribute newsletters to Head Start Families. Nutrition or food safety lessons for children with parent work sheets are planned; will partner with Home and Community (HCE) and the FIRST BOOK with a nutrition-focused book.

**Food Pantries:** Washburn County Food Shelf learn while you wait nutrition education and newsletter distribution. Food Pantry Clients will be able to sample foods they can make with pantry foods. Indianhead Community Action Agency Food Newsletter, Food Fact Sheets and Food Preservation Information will be distributed with commodity food packages and clients participating in the garden seed program.

**Parents:** Birth to Three Play Group Nutrition Education and Family Resource Center will reach families with young children who attend Birth to Three Play Group or resource center events and introduce parents to healthy snack or meal ideas for their children, families will be given the opportunity to sample foods at snack time and will receive a healthful recipe to use at home related to eating whole grains, fruits, vegetables and dairy food groups.

**Senior Dining:** Nutrition Education will reach seniors who attend meals at the Senior Dining Sites and newsletter / fact sheets on the topic presented will be included in meals for home delivery. Nutrition education content will focus on food safety, eating fruits and vegetables, whole grains, calcium foods and food for one or two people. A monthly news release will be contributed to the Senior Focus Newspaper. Nutrition education will be offered at income based senior housing as requested.

**Disabled:** Will collaborate with county agencies who serve the disabled for referral and assistance as requested. Programming will include hands on food preparation from MyPyramid food groups.

**Other:** Will continue collaboration with diabetes coalition in prevention activities as well as school nutrition groups or other groups who serve the needs of Food Stamp Eligible residents of Washburn County.

### **Food Security Programming Efforts Planned**

#### Methods or activities planned to raise awareness of hunger/food insecurity

The Wisconsin Nutrition Education program will use the Food Security project web site and other local information to make elected officials, agencies and community members aware of food security issues in Washburn County.

#### Methods planned to compile data and assess status of food security

Nutrition Education program will compile data as it becomes available.

#### Plans to increase involvement of community groups in efforts to address food insecurity

The nutrition education program will distribute Family Food Resource lists to community groups, public and key stakeholders. Information will be provided to all agencies regarding school meals before the beginning of the school year. The Nutrition Education Program will support free garden seeds program and/or community based gardening efforts for low-income persons with food preservation information and provide information regarding this in Newsletter. Currently a number of civic organizations, the faith community, school and other youth programs are doing regular food drives the Nutrition Education Program will attempt to keep the public informed of local food security issues.

## **Plan for Food Stamp Nutrition Education in Washington County during fiscal year 2008**

### **Overview of Food Stamp Nutrition Education in Washington County**

In 1999, the Family Living Educator conducted a poll of local agencies that serve limited income residents, as well as other key informants. That same year, county board supervisors ranked citizen concerns in a planning survey that would guide educational program priorities of the local Extension Office for 2000-2004. The poll and survey pointed to "improving" family financial well-being and "increasing food security for economically vulnerable families" as high priority issues. WNEP was created in Washington County primarily to address these perceived needs. WNEP has made a conscious effort to reach all age categories within the county's limited income population at a variety of locations. Since its inception, WNEP has sustained a solid partnership with WIC; this alliance was key in allowing WNEP to expand beyond the borders of Washington County. As of FY05, WNEP provides nutrition education in Ozaukee County on a regular basis. Since the end of FY03 an agreement with Department of Social Services has been established; this union provides WNEP with another avenue to reach Food Stamp-eligible clients.

### **Characteristics of the low income residents in Washington County**

#### Demographics of Washington County

The Census 2000 Profile Highlights report Washington County demographics as follows. Total population: 117,493. Racial makeup: 97.7% white and 1.3% Hispanic or Latino, with each of the remaining groups: African American, American Indian or Alaska Native, Asian, other races, and two or more races--less than 1%. Those age 15 and older classified as now married make up 64.2% of the population, compared to the U.S. figure of 54.4%. The labor force in Washington County comprises 74.2% of the total population (age 16 and over). The median age, age distribution, and household size parallels what is seen at the national level. About 1.6% of the population speaks Spanish at home and 2.7% speak other Indo-European. Washington County has a relatively low poverty rate of 3.6% compared with an 8.7% state average. Statistical percentages for FoodShare (Food Stamp Program) participation in 2005 are 4.5% (5,307 people) in Washington County versus 9.8% statewide. Residents who live in poverty are concentrated in West Bend, which is also the location of the county's largest food pantry. 74% of the users of Full Shelf Pantry in 2005 were from West Bend. The Full Shelf Pantry has seen an increase of nearly 58% in the total number of pantry user visits, from 3,781 in 1996 to 5,963 in 2005. This rise may be due, in part, to the county's rapid growth; the population of Washington County increased 23.3% between 1990 & 2000, making it the 4th fastest growing county in Wisconsin on a percentage basis.

The median earnings of male and female full-time, full year workers in this county are greater than the state average. It should also be noted that food costs, median rents, transportation, and child care are relatively high as well and make it expensive to live in Washington County. The self-sufficiency wage (defined as the hourly wage needed by a single parent with two children—in order to have sufficient after-tax income to meet basic needs without public or private assistance) for Washington County in 2004 was \$18.84--33% higher than the overall Wisconsin self-sufficiency wage of \$14.14.

### Food Insecurity in Washington County

The need for WNEP Programs is anticipated to increase. A State 2005 Quality Services Review of Washington County's child welfare system identified increasing societal needs related to poverty. The factors contributing to these increased needs include the high county growth rate, shifting demographics, and the majority of new jobs in construction and service industries. This typically means lower income, no benefits, more work hours, more underemployment, and more "fragile" families having subsistence challenges. Thus, more families and individuals will need WNEP's research-based lessons to increase the likelihood that they will make healthy food choices and choose active lifestyles.

### **Nutrition and nutrition education needs of Food Stamp Program recipients and other low-income residents of Washington County**

In 2005, 400 Washington County adults were surveyed to identify the top health problems in the community from the 2010 Healthy People Categories. Two of the top four categories identified by those surveyed fall within WNEP Content Areas for FY08, namely, (a) Overweight, Obesity and Lack of Physical Activity, and (b) Unhealthy Food Choices. The Washington County Community Health Improvement Plan (CHIP) 2006-2010 reports that obesity and lack of physical activity "remain a top concern in Washington County. Washington County is ranked 35<sup>th</sup> for physical activity, with only 36% of the community getting the recommended amount of physical activity (30 minutes per day; five times a week). Washington County is ranked 15<sup>th</sup> out of 72 Wisconsin Counties for obesity with 59% of the community reported as overweight or obese." One Wisconsin-based research report notes that activity rates in the U.S. are lower for individuals in poverty. The 2005 results from the 2010 Healthy People Survey presented the following findings in terms of the dietary intake of Washington County residents: only 61% of the residents reported eating the recommended two servings of fruit a day, and a mere 23% reported eating three servings of vegetables a day. This is well below the Healthy People 2010 goals of 75% eating the recommended amounts for fruit, and 50% eating the recommended amounts of vegetables.

Partner agencies have identified a need for WNEP to program in the areas of food safety, infant and toddler feeding, planning healthy meals and snacks, and food preparation. WIC has identified a high rate of overweight and obesity in its Washington and Ozaukee County participants. To address this health concern, WIC will provide a variety of educational topics: improving intake of fruits, vegetables and whole grains; choosing nutrient-dense foods and beverages more often; and increasing physical activity. WNEP will also participate in the county-wide Nutrition and Physical Activity Task Force, as time permits. WNEP educators observed that learners lack the knowledge and skills to manage their food resources, which, in turn, may increase their risk of food insecurity.

The need to transmit nutrition information is also evolving in Washington County. In 2000, a survey was conducted of 230 FoodShare recipients in Washington County. Newsletters came out on top as the preferred method to receive information on nutrition, food safety and food money management, according to 84 (37%) of those surveyed. It is notable that U.S. Census Bureau reported 57.5% of Wisconsin households had Internet access in 2003. Because a sizeable number of limited income households now access information via a home computer, Washington County WNEP has elected to put two of its newsletters on the county Extension Office website. WIC

will continue to offer on-line nutrition education. WNEP will continue to build its base of nutrition educational displays and instructional materials in Spanish and other Indo-European languages, as the need arises.

### **Educational Projects planned for FY08**

**After School/Summer School:** 39 educational programs will be offered at two after-school programs, two playground programs and one shelter in the county. Group lessons will be taught to children ages 5 to 11 on hand washing, balancing food and physical activity, making healthy food choices, kitchen safety, food preparation and food storage.

**Preschoolers:** 72 programs will be offered at three locations, with lessons taught monthly in nine classrooms. Content will focus on hand washing, being physically active, and eating a variety of foods. The Head Start Director and Teachers will reinforce WNEP lessons in classrooms, and their newsletters to home will also encourage families to address nutrition-related topics with their children.

**Parents:** Families of the Head Start students will be offered four sessions throughout the year about feeding children, meal planning, food preparation or food safety. Teachers will reinforce the content of WNEP lessons in the newsletters they send home to families. In addition, families will receive eight newsletters from WNEP on topics related to classroom lessons.

**Job Centers:** Learn-while-you-wait, group, and single-session teaching strategies will be available for 12 educational programs presented to individuals or families who are referred. The sessions may take place at a Job Center site, within a public location, or within the client's home. Adults will learn about planning low-cost meals, choosing food for good health, preparing food, keeping food safe to eat, community resources, and feeding children.

**WIC:** Educators will provide instructional programming to pregnant women and families of young children within Washington and Ozaukee Counties. 18 learn-while-you-wait sessions using attended displays will be conducted with individuals at two locations. Topics for these sessions and for WNEP article submissions to WIC's bimonthly newsletters will include choosing healthy snacks; increasing intake of fruits, vegetables, and whole grains; making the best use of resources for food; and balancing food with physical activity.

**Senior Dining:** Six locations will receive a total of 275 copies of a monthly newsletter. The newsletters will include topics specific to the nutrition educational needs of seniors, such as food safety, label reading, balancing food and physical activity, cooking, meal planning and community resources. The newsletter format will also include recipes and inserts (such as word finds, riddles, and crossword puzzles) with nutritional themes in order to fulfill the seniors' requests and enhance interest.

**Food Pantries:** Five area pantries and one meal site will be offered information (educational resources and updated research) pertaining to their needs and in accordance with their requests. Fact sheets on various foods being distributed will aid pantry users with home food preparation, food safety and food money management. Research-based information will keep pantry volunteers up-to-date on issues related to pantry operations.

**Other Adult Groups:** Adults at three agencies— one recovery program and two shelters— will receive a total of 25 visits via group and individual educational contacts. Lessons may be adapted to allow children ages 5 to 17 to participate in the lesson with adult family members. Topics will include balancing food and physical activity; meal planning; food and kitchen safety; food preparation and storage; and food money management.

### **Food Security Programming Efforts Planned**

#### Methods or activities planned to raise awareness of hunger/food insecurity

Methods planned to raise awareness of hunger/food insecurity include monthly newsletters and in-depth teaching sessions to local public officials. WNEP will continue to inform community and partner agencies about hunger/food insecurity and its occurrence in Washington County by using WNEP/UW-Extension resources. The local UW-Extension office will assess the need for a hunger prevention coalition using the feedback of local partners and stakeholders on the four-year Program Area Survey.

#### Methods planned to compile data and assess status of food security

WNEP will continue to monitor data collected and reported by the University Specialists, area pantries, and local partners and stakeholders.

# **Plan for Food Stamp Nutrition Education in Waukesha County during fiscal year 2008**

## **Overview of Food Stamp Nutrition Education in Waukesha County**

A 1994 study conducted by the Waukesha County Nutrition Task Force determined food insecurity was a problem for many county residents. Nutrition education was identified as a priority program need that could be addressed to reduce hunger and food insecurity. UW-Extension was asked to deliver this education. The resulting Wisconsin Nutrition Education Program (WNEP) in Waukesha County provides both the Food Stamp Nutrition Education Program (FSNEP) and the Expanded Food and Nutrition Education Program (EFNEP). The two phases of the WNEP program enable research-based nutrition, food safety and money for food education to be provided to a broader food stamp eligible audience. The original Task Force evolved into the Waukesha County Nutrition Coalition and serves in an advisory capacity to WNEP. In the early years of the program, FSNEP focused on learn-while-you-wait education with adults at food pantries. Over time, programming has moved toward classes for all age groups offered through partnerships with agencies working with a similar food stamp eligible audience. Still, the learn-while-you-wait teaching method is sometimes the most appropriate method for some sites and offers a short introduction to a nutrition topic. This short lesson may evolve into a one-on-one or group lesson at another time for greater impact. Currently, 35% of our learners are reached through the learn-while-you-wait method.

## **Characteristics of the low income residents in Waukesha County**

### Demographics of Waukesha County

Waukesha County, located adjacent to Milwaukee County, can be described as substantially urban. The estimated population for 2006 is 379,577, which is a 5.2% increase over 2000. The 2000 census indicates minorities make up 4.2% of the total population. The largest ethnicity in the county is Hispanic or Latino with 9503 individuals (2.6%). The city of Waukesha's Hispanic/Latino population is 8.6% (5563) of the total (64,825). The Hispanic community however, estimates the population to be much higher. Three camps in rural Waukesha County employ Hispanic migrant farmers in the summer.

According to the 2000 census, residents age 65 and over make up 12% of the county's population with 8.8% having incomes below 150% of the poverty level. The elderly population increased from 1990 - 2000 at a rate of 45%, growing much faster than the state rate of 7.9%. Waukesha County Senior Services projects by 2010, the older adult population of 60+ will increase by another 30% above the 2000 figures. Estimates for 2005, indicate 17% of the county's senior population are age 85 and over. Projections for 2010 estimate the age 85+ population in Waukesha County to increase by 52% over 2000 Census data. Research shows the incidence of poverty increases, as the population grows older.

In 2000, Waukesha County had 100,502 total family households, 35% with their own children under 18. Single women head 5.3% of family households, putting them at increased risk for poverty and food insecurity. Disabilities affect 10.8% (39,098) of the population. Approximately 8% (28,861) of the county and 15% (9385) of the city of Waukesha's population is below 185% of the poverty line. The per capita income was \$29,164 in 2000. The majority of low-income residents live in either the city of Waukesha or the communities of Menomonee Falls, Butler, Sussex, Muskego and Mukwonago.

### Food Insecurity in Waukesha County

All 35 Waukesha County Nutrition Coalition member agencies serving the low-income population report seeing increased need and client numbers. There are 14 community food pantries in the county and many more small pantries associated with faith based or other organizations. In November 2006, the Waukesha Food Pantry documented serving 6034 individuals, representing a 9% increase over 2005, a 16% increase over November 2003. In August 2006, the Waukesha County Backpack Coalition distributed over 1700 backpacks filled with school supplies to low-income children referred through various social service organizations, representing a 21% increase over distribution in 2002. In 2005, Food Share benefits were distributed to 9483 recipients, a 153% increase over 1999. WIC served 4326 clients in 2005 an 8% increase over 1999. It is estimated that WIC is serving only 61% of eligible clients. In 2001, 43% of WIC participants were identified as food insecure and 21% were identified as hungry. Four elementary schools are now above 50% free or reduced price lunch participation and another is close behind at 48%. The percentage of average daily participation in free or reduced price school lunch for 2005 has increased by 68% since 1999. Over 6,200 children are approved for this program.

In 2005, Hebron House of Hospitality, operating three homeless shelters for families and single women in Waukesha, served 404 individuals (42% were children). Ninety-nine percent of their guests are below the poverty level with 94% of them being the “working poor”. In 2005, 324 unduplicated families (182% increase over 2001) and 1,048 unduplicated single adults were unable to be served by Hebron House because their shelters were full. In 2006, the Salvation Army men’s shelter housed 30% more men over last year and was close to reaching an unsafe number. All shelters in the county report the length of stay for families or individuals has increased significantly over the past several years due to economic downtrends and the challenge of obtaining affordable housing in the county.

Housing costs are high in Waukesha County, making it very difficult for low-income families to manage and have enough money for food. The Self-Sufficiency Standard lists 2004 housing costs for an adult with two small children at \$861. The County’s self-sufficiency wage is the highest in the state at \$21.72 per hour.

### **Nutrition and nutrition education needs of Food Stamp Program recipients and other low-income residents in Waukesha County**

In 2006, the Waukesha County Health Department along with several other community partners, initiated a Community Health Survey, gathering information on the health practices and health related behavioral risks of residents. Four hundred phone interviews were completed through a scientific selection process so that the survey would be representative of all adults 18 years and older. Fifty-nine percent of respondents reported being overweight. This is slightly below the state’s average of 61%, but it is significantly higher than the Healthy People 2010 goal of 40%. Twenty-six percent reported high blood pressure and 26% reported having high blood cholesterol in the past 3 years, both up from 15% in 1997. Survey results stated, respondents with a household income of \$30,000 or less were more likely to report these conditions. Only twenty-eight percent reported eating 3 servings of vegetables per day and 34% stated they do not get any regular exercise. Department of Senior Service’s 2006 Nutrition Risk Screening data on 555 home delivered meal clients found 82.7% to be at high nutrition risk, scoring an average of 11.2.

In 2003, Waukesha County reported an average of 250 deaths per 100,000 due to coronary heart disease and stroke, far above the Healthy People 2010 goal.

The incidence of overweight/obesity is an increasing problem and growing trend reported by experts at the national level and locally by Head Start, school nurses and other agencies working with low-income children in Waukesha County. Of the 1697 WIC children seen in 2004, 16% of the two year olds, and 26% of 3 year olds and four year olds were overweight or at risk for overweight. This is a significant increase over 2001. Studies show about 60% of overweight children ages 5 - 10 years already have elevated blood pressure, cholesterol, or insulin levels that increase their risk of developing chronic diseases, as they grow older. To address the growing concern of these chronic diseases, low-income residents of all ages need education and motivation to eat a healthy diet lower in fats/sugars and rich in fruits, vegetables and whole grains along with getting more physical activity.

### **Educational Projects planned for FY08**

**In School:** Educational programming for school age youth (6-11 & 12-17 years) in classrooms during the school day. Three one-hour lessons in each classroom at elementary schools, emphasizing healthy eating, MyPyramid, hand washing and physical activity will be provided throughout the year. Newsletters expanding on the classroom topic will be sent home to families. Two-hour lessons are provided for 3 classes, monthly at two sites having “at risk” teens (Ethan Allen, Lakewood School). A series of 4 – 6 one-hour lessons are provided for three other “at risk” teen classes in partnership with the Waukesha School District. Teen lessons focus on making healthy food choices, MyPyramid, preparing foods safely, hand washing, physical activity and stretching the food dollar.

**After School/Summer School:** Educational programming for school age youth (6 -11 years) at three after school programs, youth (6 – 17 years) at summer programs in partnership with the Waukesha School District and the City of Waukesha Recreation Department, “at risk” teens in an Independent Living Skills class and the Enlight program. Group lessons will focus on hand washing, MyPyramid, making healthy food choices and increasing physical activity. Nutrition education activities will also be provided at parent events organized by the After School Program.

**Preschoolers:** Three lessons per classroom will be provided for Head Start children over the school year and monthly lessons are provided to children at a low-income day care. Lessons focus on hand washing, healthy eating and physical activity. A newsletter expanding on the classroom topic will be sent home to families.

**Parents:** 1 – 2 hour single session group lessons will be provided for parents of Head Start children, and parents at various shelters. Lessons focus on making healthy food choices, MyPyramid, balancing food and activity, stretching the food dollar, food safety, and Stepping Up to a Healthy Lifestyle.

**Job Center:** Weekly, single session classes emphasizing knowing and managing resources, Money for Food, making healthy food choices, MyPyramid and physical activity, will be provided for adults at the Waukesha County Workforce Development Center.

**WIC:** Short 15-minute classes will be provided for pregnant women or parents of young children at WIC clinics. Topics will include choosing healthy meals and snacks for the family,

MyPyramid, preparing foods safely, increasing fruits, vegetables and whole grains in the diet, increasing physical activity and stretching the food dollar.

**Gardens:** Nutrition education lessons in collaboration with a Horticulture Educator will be provided at school, neighborhood or community gardens settings for youth and adult participants. Topics will include increasing fruits and vegetables in the diets, preparing foods safely, making healthy food choices, MyPyramid, and increasing physical activity.

**Health Clinics:** Learn-while-you-wait lessons will be provided to families at immunization clinics. Topics will include choosing healthy meals and snacks, MyPyramid, money for food techniques, preparing meals safely, increasing fruits, vegetables and whole grains in the diets, and increasing physical activity.

**Disabled Adults:** Monthly single session lessons will be provided for disabled, chronically mentally ill or adults in treatment centers or group homes. Lessons will focus on preparing foods safely, money for food strategies, making healthy food choices, MyPyramid and increasing physical activity.

**Senior Dining:** Six, single session lessons will be provided at 12 sites over the year. Topics will include making healthy food choices, MyPyramid, increasing fruits, vegetables and whole grains in the diet, healthy eating for diabetics, increasing physical activity, money for food techniques, and preparing and storing meals and snacks safely.

**Food Pantries:** Learn-while-you-wait sessions will be provided at the (city of) Waukesha and the Menomonee Falls Food Pantry. Monthly nutrition topic fact sheets and bi-monthly Tip Sheet newsletter information will be provided to persons at the other 11 emergency food pantries. Monthly learn-while-you-wait sessions are provided at 2 free meal sites. Topics will include choosing healthy meals and snacks, MyPyramid, money for food techniques, preparing and storing foods safely, increasing fruits, vegetables and whole grains in the diet, and increasing physical activity.

**Other Adult Groups:** A series of six classes will be provided each semester and during the summer session for Hispanic adults participating in ESL classes. Lessons will focus on managing resources, food budgeting skills, food safety, making healthy food choices, MyPyramid, increasing fruits, vegetables and whole grains in the diet, and physical activity. Lessons with a similar focus will also be provided for other adult groups in partnership with the Hispanic Health Resource Center and other partnering agencies.

### **Food Security Programming Efforts Planned**

#### Methods planned to raise awareness of hunger/food insecurity in the community

WNEP continues to work with agencies of the Waukesha County Nutrition Coalition to raise awareness of hunger and food insecurity. Projects include: Poverty Simulations, Poverty presentations, Farmer's Market Garden Gleaning Program, Food Recovery Program, Adopt-a-Route, and others.

#### Methods planned to compile data and assess status of food security

A school-based food security project done in partnership with the Nutrition Coalition, is currently being worked on. Surveys have been distributed and collected from parents at 17 elementary schools in the city of Waukesha. Data from the project is currently being analyzed by state specialists and we anticipate having the results near the end of the school year. In addition, needs assessment data is collected from agencies at Nutrition Coalition meetings. Agencies

report on the economic climate affecting their ability to serve, emerging client needs, numbers of clients served, trends and client nutrition education needs.

Plans to increase involvement of community groups

Continue to work with agencies of the Nutrition Coalition on projects that are visible in the community, provide education and food insecurity awareness. Newsletter articles, impact sheets and presentations will be provided highlighting projects and other food insecurity issues.

Continue participation on the Hispanic Collaborative Network to assess needs, plan programs and continue building outreach into the Hispanic community.

# **Plan for Food Stamp Nutrition Education in Waupaca County during fiscal Year 2008**

## **Overview of Food Stamp Nutrition Education in Waupaca County**

Persons applying for and receiving food stamps in Waupaca County are not assigned a case worker from Waupaca County Department of Health and Social Services and no tracking of improvements in any of the ten dietary aspects of the USDA Center for Nutrition Policy and Promotion's Healthy Eating Index is conducted. Benefit applicants eligible for W2 are assigned a case worker, but diet and nutrition related issues or concerns are not referred to anyone for nutrition or resource management education at this time. Women, infants and children enrolled in the WIC supplemental food program do receive nutrition education quarterly from the Waupaca County Public Health Nutritionist and are encouraged to utilize the local Farmer's Markets and enroll in FIT WIC activities. Food and Health pamphlets and resources are provided to Waupaca County DHHS clientele that are able to read English or Spanish at an 8<sup>th</sup> grade level or higher in the waiting areas of the Waupaca County Department of Health and Social Services. These items are free for the taking, but visits to the waiting area are usually only required at intake and six month case review.

Persons over the age of 60 and who are income-eligible may receive food stamps and/or SSI; participate in the Senior Meal Program; or be evaluated for home-delivered meals. While nutrition education is offered as required by statute, persons teaching the sessions may not be trained in nutrition or health and cannot answer specific application of information questions raised by audience members. Also, no needs assessment or evaluation of nutrition topics covered or short or long-term behavior changes made by participating seniors are conducted. It is unclear if this learning material is useful, practical and relevant to the lives of primarily rural senior citizens.

## **Characteristics of the low income residents in Waupaca County**

### Demographics of Waupaca County

Waupaca County has a median age of 38.5 years, compared to US 33.3 years and WI 36 years. Population categories of 50 – 70+ are 9% greater than Wisconsin or US averages. 46% of individual workers in Waupaca County had below poverty earnings in their primary job in 2000, requiring two or more workers to raise the family above poverty. In 2000, 71% of men and 60% of women were in the labor force with 119 providing unpaid family care; 2299 self-employed; largely agriculture, construction, logging and trucking; 2747 in government employment and 20,205 on payroll. While an average of 60% of women work, 82% of 20-24 age women; 80% of 25-34 year old women and 82% of women age 35 – 54 are in the workforce. Parents will tag-team on child care by working different shifts; both to save money and as a reflection of the lack and quality and availability of childcare. School- age children are on their own for 2 -5 hours per day in Waupaca County as parents work and commute to work; preparing up to two snacks and one meal for themselves. One community received a 21<sup>st</sup> Century afterschool enrichment grant and another is applying for one to improve achievement outcomes for school-age youth.

Waupaca County's annual average wage in 2002 was \$25,755 (83% of Wisconsin average wage) making less in retail, finance, insurance, service and government employment than State average but more than the state average in agriculture and logging. Educational attainment for Waupaca

County residents is below the state average with 17% having less than a High School diploma and 44% having a High School diploma. More than 2800 households (of the 19,863 households) in Waupaca County have an income of \$14,999 or less. Slightly more than 5% of families, 7.3% of individuals and 22% of single mother families in Waupaca County live at or below the poverty rate for a total of 3,495 residents in 660 families living in poverty. More than 200 grandparents serve as primary caregivers for their grandchildren with one in 10 raising a grandchild for at least 6 months largely due to teen pregnancy, incarceration, parent unwillingness or inability to raise the child, parent joblessness or death of parents. (Waupaca County Workforce Profile: State of Wisconsin Department of Workforce Development, October 2002).

Waupaca County has 11,500 youth, age birth to 18; 10,500 residents age 18-34; 5795 age 35-44; 7740 age 45-54. Of the 15,385 residents over the age of 55, 1559 are over the age of 85. Unlike most areas of the state and nation, a larger share of those over age 55 are males, having lost spouses or not currently married. While 38% of Waupaca County adults have fair or poor health as a result of chronic conditions (coronary heart disease, heart attack or stroke lead the list) more than 1880 hospitalizations were required. These and other chronic health conditions (diabetes, asthma, disabilities) make daily living tasks difficult. Key contributors to the high rate of chronic conditions include the reality that more than 56% of 45- 64 year olds lead a sedentary lifestyle and 40% are overweight in Waupaca County. For the 65+, 62% lead a sedentary lifestyle and 33% are overweight. (Wisconsin Department of Health and Family Services). The American Geriatric Society, in the report “Characteristics of Non-disabled Older Persons”, 2000 found that the annual medical costs of active and inactive women, age 45 or older differs from \$100 (age 45) to \$1400 (age 75+). A study by Wolf and Colbitz, *Obesity Research*, 1998 determined the added cost of excess weight for Type 2 diabetes is 61%; coronary heart disease, 17%; Osteoarthritis 24% and Hypertension, 17%. A 10% weight loss is calculated to reduce an overweight person’s lifetime medical costs by \$2200 to \$5300 dollars. The Wisconsin Lions Foundation 2005 Burden of Diabetes in Wisconsin Report for Waupaca County determined that 86% of our diabetics are overweight or obese and 32% are physically inactive.

Waupaca County has 8.8% (1,050) of school-age children; 15.4% (4,289) of adults age 21 to 64; and 36.8% (3,236) of adults over age 65 living in the community but with disability status. Accommodations for planning meals, shopping, preparing and storing food must be addressed in every teaching setting. Research suggests that 40% of senior citizens cannot read simple brochures and 70% of older Americans living in rural areas are at health literacy risk. Only 8% of Waupaca County adults exercise 20 minutes or more 3 times a week. The most frequent ‘physical activities’ listed by adults are walking and gardening. Lack of recreation or physical activities was cited as a problem or need experienced by county residents of all ages to improve their health outcomes in a 2003 Wisconsin Department of Health and Family Services: Wisconsin Division of Public Health report.

#### Food Insecurity in Waupaca County

The customized Food Security Profile for Waupaca County offered through the Wisconsin Food Security Project states in 2005, Waupaca County had 3,626 Food Stamp recipients; 1916 adults and 1710 children. The Special Supplemental Nutrition Program for Women, Infants and Children (WIC) had 1416 total participants, serving 70% of WIC eligible. Of this WIC

population, 46% were food insecure and another 19% food insecure with hunger. Waupaca County enrollment in the state insurance program, BadgerCare; Free and Reduced Breakfast and Lunch Programs; Senior Care Health Insurance; Food Share and TANF have steadily increased 2-5% annually since 2000.

Waupaca County's Master Gardener's partly staff, provide fresh produce and promote the five food pantry's available to limited resource families. The Food Pantries in Waupaca County are open from a total of 4 hours a week to three days a week respectively; day hours only. There is a food pantry open somewhere most days of the month if one has the gas to travel up to 45 miles to the Pantry site open that day. The infrequency of being open leads to the stocking of highly preserved, canned and boxed food items and no fresh fruit or vegetables (except summer), meat or dairy. The Bread Basket volunteer-run community supper is held once a month in Waupaca and averages 120 – 160 adults and children in person and up to 100 delivered or carry-out meals; the New London community meal is bi-weekly and averages 80 – 100 adults and children. The Clintonville Soup Supper is held monthly and averages 90 – 130 adults and children.

A 2006 survey of 300 Waupaca County Senior Nutrition Meals Program participants by the Aging and Disability Resource Center found that the noon meal eaten provided on average, 60% of that day's food and nutritional intake, with more than half of the diners taking part of the noon meal home to eat later. While this is against food safety policy, most seniors with heart conditions do not have the capacity to eat and digest the full meal in one sitting. The average age of program participants is 79 years, with an age range of 69 – 95 years. The Waupaca County Senior Nutrition Meals Program is severely underfinanced. In February and March, community focus groups at all seven meal sites asked attendees to consider meal availability for four rather than five days; to close one or more sites completely and expect seniors to travel farther; limit homebound delivery to current levels and start a waiting list; offer the homebound program only rather than congregate dining; or send one frozen meal home a week, expecting each senior to safely defrost and prepare their own meal. There has been no marketing for the Senior Nutrition Program for the past two years since Waupaca County loses money on every participant.

The 2006 USDA Expenditures on Children by Families documents that rural US single-parent families spend \$29.84 per week on food (both home and away) for their children age birth to 17; and husband-wife rural families spend \$28.58 per child. This data set is based on before-tax income of \$44,500. Research by the National Center for Children in Poverty suggests a family of four needs an income of \$40,000 to meet their most basic needs. February 2007 USDA Cost of Food at Home for the Thrifty Plan (basis for food-stamp allocation) is \$26.51 for children, birth to 19 years. Rural families are spending slightly above the 'thrifty' levels for their children's food but at this time, the nutritional value of those meals is unknown.

Researchers Gambone, Connell and Klem, "*Finding Out What Matters for Youth: Testing Key Links in a Community Action Framework for Youth Development*" finds 22% of all US youth, age 15 – 21 are having difficulty doing well at being economically self-sufficient; have healthy habits and be ready for college, work or life. The Foster Care Permanency Planning Team of Waupaca County DHHS asks that an Independent Living Skill Assessment of teens in foster care be completed and finds that 95% have not developed the essential skills to care for themselves successfully when they age out of the foster care system at age 18 or at the completion of high school. Social workers do not have the training or time to focus on building these essential skills

for success and rely on the foster care parents to teach the youth, although they may be given no direction or practical resources to meet this goal. More than 55% of teens currently in Waupaca County foster care return to county adult services by age 25. More than 60% of Waupaca County children in out-of-home placement are in a home setting; 58% are age 13+.

Only two of the seven school districts offer Family and Consumer Science courses in the middle or high school as an elective. Two school districts offer FACS only to the alternative school students enrolled. Students in the Manawa School District Leadership Class have identified and reported the need for teens and their parents to attend learning sessions to better prepare for pending independence. Of the 140 adult participants in six pilot worksite nutrition education programs with Family Living Educator, Marilyn Herman in 2006 – 2007 the leading reasons given for not eating family meals together at least four times a week include 1) work, sport or family commitments 2) everyone’s tastes are different 3) adult is too tired to plan, shop and cook and 4) adults do not enjoy cooking.

Home Visiting staff with the Waupaca County Healthy Beginnings Parent Education Program, Early Intervention (Birth to Three) Program and Headstart are able to schedule nutrition and health large group programs with the Family Living Educator collectively only four times a year. Requests for additional nutrition and resource management face to face programs by parents at home, with the high-need children, at the Family Resource Center, or in newsletters cannot be met without additional staff resources. The Waupaca County W2 Workforce Advisory Committee conducted an intensive Strategic Planning Workshop in 2006 and identified the need for additional life skills education programs be made available to enrolled participants and their families as the number one priority for 2007 - 2010. At this time there is no county capacity to meet this request.

Data collected by the University of Wisconsin Extension Service – Family Living Programs for Waupaca County shows 17% of adults have no health insurance; 51% of families experience food hardship; 35% of families experience housing hardship and unpaid medical bills is the number one cause for filing bankruptcy. In Waupaca County, like many other communities, the poorer you are the sicker you are likely to be. The Centers for Disease Control acknowledges that eating a healthy diet may help eliminate or reduce costs of medications for some people with high cholesterol and diabetes costing \$100 - \$150 per month and high blood pressure more than \$50 per month in medication and related expenses. The Kaiser Family Foundation database on state health facts shows that, in Wisconsin, children consume less prescription medications annually (3.7 for age birth to 18 WI compared to 4.2 US) but 11 prescriptions for age 19-64 and 29 for Wisconsinites over the age of 65. This compared to the US average of 10.4 for younger adults and 25.5 for retired persons.

**Nutrition and nutrition education needs of Food Stamp Program recipients and other low-income residents of Waupaca County**

Working Parents, Teens, Senior Citizens, Persons with Disabilities and Parents of Preschoolers Eligible for WNEP in Waupaca County will learn, apply and improve their health by meeting the following goals:

<b>Nutrition</b>	Meet basic nutritional needs of each person Provide enough food to avoid hunger Build acceptable food habits
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	<p>Change undesirable food habits</p> <p>Meet special needs of overweight or underweight family members</p> <p>Provide modifications needed for those on a prescribed special diet</p>
<b>Social</b>	<p>Encourage family communication and interaction at mealtime</p> <p>Provide foods that are interesting and acceptable to family members</p> <p>Entertain guests at low cost</p>
<b>Economic</b>	<p>Control the amount of money spent for food, home and away</p> <p>Eat out less ( or more i.e. school breakfast, school lunch, senior dining)</p> <p>Reduce food waste and spoilage</p> <p>Become more self-sufficient by gardening and home food preservation</p> <p>Save fuel and energy in storage and cooking</p> <p>Take advantage of various food sources in local communities</p>
<b>Cultural</b>	<p>Strengthen or build healthy family food traditions</p> <p>Enhance holiday celebrations or special occasions with budget in mind</p> <p>Maintain ethnic traditions of family members</p> <p>Learn about cultures and communities through foods</p>
<b>Education</b>	<p>Make appropriate food choices</p> <p>Learn food shopping and cooking skills</p> <p>Appreciate nutritional values of foods</p> <p>Develop time management skills</p> <p>Insure that foods are handled safely and kitchen injuries are prevented</p>
<b>Time and Energy</b>	<p>Reduce (or increase) shopping time and trips</p> <p>Improve time use in food preparation</p> <p>Involve all family members in food managing activities</p> <p>Prepare meals with less physical effort</p> <p>Provide food at times that fit schedules of family members</p>

### Educational Projects planned for FY08

Target Audience	Type of Education	Learning Focus	No. Reach Hrs/Mo.	Partnering Groups /Inkind Support
<i>Seniors/Disabled</i> 1. Sr. Dining 2. Sr. Housing 3. Homebound 4. Sr. Centers 5. WCI (Waupaca County Industries)	Learn While You Wait Multi-Session groups One-on-One One-Time Group One-Time Groups	“Healthy Eating for Successful Living” Cooking for 1 or 2 Food/Kitchen Safety	100 12 40 4 100 10 100 5 15 3	Waupaca Co. ADRC/DHHS CAP Housing Waupaca Co. ADRC/Disability/DHHS Cities (Waupaca, New London, Iola, Clintonville, Marion, Manawa, Wega) Waupaca DHHS
<i>Teens</i> In Foster Care Teens	Hands-On Multi-Session groups Multi-Session Groups After School	Independent Living Skills, Nutrition, Resource Management “Ready by 21”	12-17 10 25 10	Waupaca County Social Services School Counselors (Manawa CARES Marion Family Resource Center)

	Multi-Session Groups			Clintonville/ New London Summer School, UMOS and Century 21 Afterschool
<i>Parents of Young Children</i> 1. WIC 2. Healthy Beginnings 3. Birth to Three Intervention 4. Headstart	One-Time Groups Multi-Session group One-on-One One-Time Groups	Cooking with Your Child/Family Mealtime/Resource Management/Special Needs/ Healthy Eating/Food Safety	75 12 50 15 10 10 50 10	Waupaca Co. Public Health Waupaca Co. DHHS Waupaca Co. Early Intervention Prog. CAP (Waupaca, Clintonville, New London Centers)
<i>Parents Entering/Returning to Work</i>  <i>Shiftworking Families</i>	One-Time Groups Multi-Session Groups	Balancing Work and Family – Get Family to Help Healthy Eating on the Run	60 5 50 5	Waupaca County Employment and Training (W-2); CAP Transitional Housing Residents On-Site Business, WOW Rural Health
<i>TOTAL</i>			# 692 111 Teaching Hrs.	

### **Food Security Programming Efforts Planned**

#### Methods or activities planned to raise awareness of hunger/food insecurity

UW-Extension “Bridges Out of Poverty” and Poverty Simulations with decision-makers; teachers, medical staff, community volunteers and organizations will continue to be offered by Waupaca County UW-Extension Educators Marilyn Herman and Connie Abert to raise awareness and discuss actions and attitudes needed to make changes happen.

Newspaper features on community organizations making a difference on hunger and food insecurity will include local statistics and ways to take action.

#### Methods planned to compile data and assess status of food security

Continue to work closely with UW-Extension and Family Living Programs, Population Statistics Center, Census Bureau and Wisconsin Department of Health and Family Services – Division of Public Health to collect and interpret local food security data.

#### Plans to increase involvement of community groups in efforts to address food insecurity

1. *Waupaca County “Working On Wellness”* is a Rural Health Initiative with the Medical College of Wisconsin and Blue Cross Blue Shield grant funding from 2006 – 2009. This collaboration of medical, education, business and school partners is dedicated to rural health through health screening, health follow-up, worksite and community health promotion programs. The main goals of “Working On Wellness” in Waupaca County is to build on public-private partnerships to focus on the health status of the community; establish, facilitate and coordinate a more seamless health and wellness service delivery system for a rural county offered at the right time in the work, school or community setting; demonstrate better management of limited resources for preventive health and wellness programs for better worker/student health

outcomes; and actively involve and build capacity of community stakeholders in sustaining key components for a healthier workforce.

2. The *Wisconsin Aging and Disability Resource Center* has funded an evidence-based outreach program to address risk factors for falling and medication-related problems in the counties of Waupaca, Outagamie and Calumet County from 2006 – 2008. “Spills and Pills” is a state-level pilot project to build the capacity of public and private partners from throughout the region to improve the quality of life for seniors and disabled living in our rural communities. “Spills and Pills” is a versatile prevention strategy, building on senior’s capacity to live long and well. Service providers, caregivers and volunteers are working together to decrease the need for state-funded health support services while reducing the target groups risk of institutionalization, loss of function or increased disability. Components of the comprehensive program include “Healthy Moves for Aging Well” activity program to increase strength, balance and endurance; educational presentations on medication management and healthy eating; fall risk assessments in homes or apartments; and community gatekeeper education.

3. The *Waupaca County Nutrition and Activity Coalition (NuAct)* actively engages in health and community wellness projects as well as public policy change in schools, community, government and medical arenas. A new initiative for 2007 was the development of a Professionals Speakers Bureau Resource List with funding available to cover costs of presentors for worksite and community programs. Food security is one of the topic areas highlighted in the publication. In the first four months the guide has been available, seven programs have been booked in three communities. Additional speakers are continually being sought to meet the anticipated demand for speakers by service organizations and worksites in the coming year.

4. The *Waupaca County Master Gardener’s* contributed more than \$1000 in donations to food insecure families in 2006; as well as more than 2500 hours in support of three Children’s Gardens and educational programs reaching more than 75 children, age 5 to 12; and \$3000 in donated produce to the Food Pantry’s in Waupaca County. They have approached the Family Living Educator to continue to expand their food security outreach through donations, education and community outreach in the coming year. *The Waupaca County Association for Home and Community Education (HCE)* will continue to support Headstart Literacy Programs, CAP Transitional Housing and Domestic Violence Shelter; Teen Education Scholarships and Extension outreach with the Family Living Educator. *Waupaca County UW-Extension* staff work collaboratively to support, team-teach and advocate for the family, youth, agriculture and community development needs of Waupaca County.